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FEBRUARY 12th, 1954.
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Furnishing World

and Furniture, Bedding & Upholstery Manufacturer

THE WEEKLY JOURNAL OF THE FURNITURE & FURNISHING TRADES

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SUMMERS reputation for high quality craftsmanship and finish in Dining Room Furniture is firmly established throughout the retail furnishing trade and amongst an ever-growing purchasing public. Every SUMMERS Suite is a perfect combination of painstaking craftsmanship and graceful design. No wonder the SUMMERS label is today's surest sales guarantee.

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Earls Court
February 15th - 25th

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Extend a cordial invitation to all their friends to view

THE MOST OUTSTANDING RANGE

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by D. M. GILBERT LTD

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Shaped Walnut and Oak Dining Room Suites Exterior Veneered

by GAYWOOD FURNITURE LTD

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(above Philbeach Entrance)

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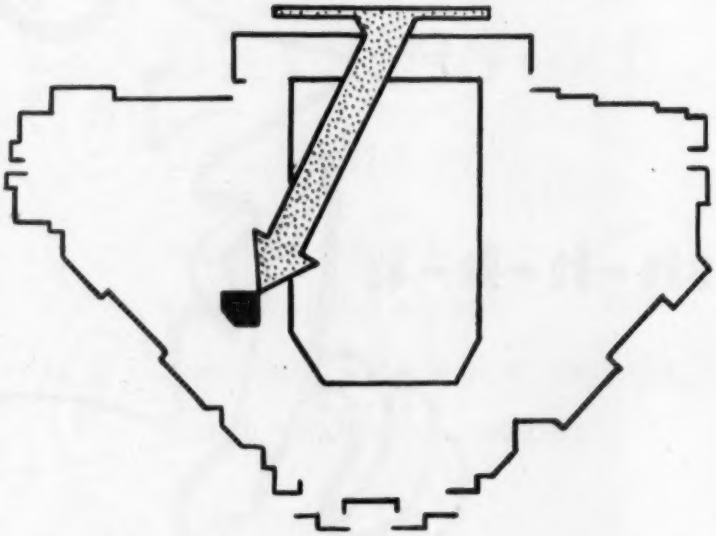

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Approx.

3 x 2½ yds. - - -	£6. 3.0
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LARGE SELECTION OF BRITISH CARPETS AND RUGS FROM ALL THE LEADING MANUFACTURERS

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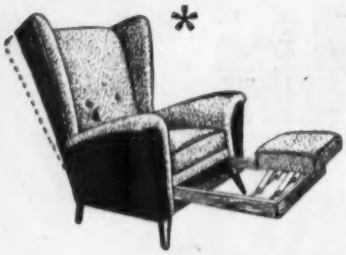

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"STORK" 971 cubic ft. capacity

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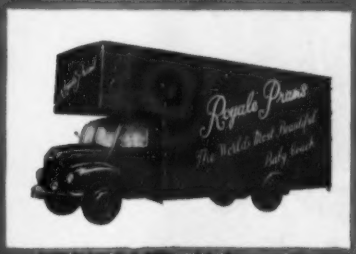

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EARLS COURT—February 15th-25th

Organised for B.F.M. Exhibitions Limited, by F. W. Bridges & Sons Limited and Provincial Exhibitions Limited

B.F.M. Exhibitions Limited have pleasure in inviting Retail Furnishers to visit the British Furniture Exhibition at Earls Court

The Exhibition will open at the following times :

Monday	15th February	1 p.m. — 6 p.m.	TRADE only
Tuesday	16th „	10 a.m. — 6 p.m.	TRADE only
Wednesday	17th „		
Thursday	18th „		
Friday	19th „		
Saturday	20th „	10 a.m. — 9 p.m.	TRADE and Public
Monday	22nd „	10 a.m. — 2 p.m.	TRADE only
Tuesday	23rd „		
Wednesday	24th „		
Thursday	25th „	2 p.m. — 9 p.m.	TRADE and Public

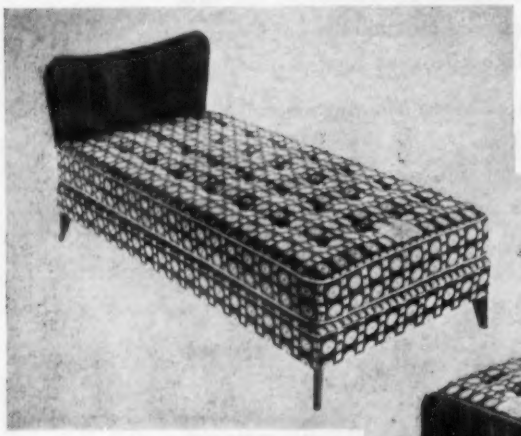
Admission to the trade will be by business card

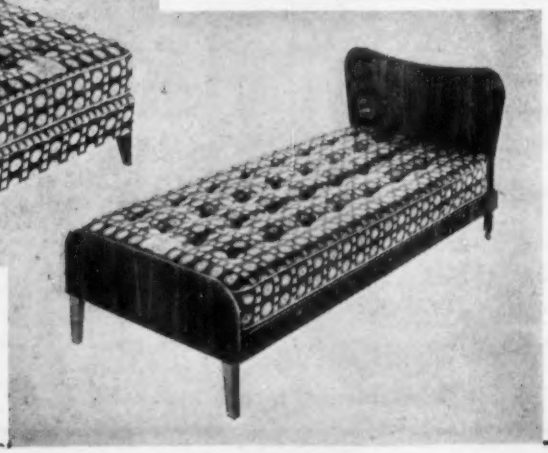
Be sure to see the
SOMNUS
Contemporal DIVANS and BEDS
on Stand 23J.

EARLS COURT, GROUND FLOOR

We shall no doubt be seeing the buyers of good beds and bedding on our stand. We always do. Meanwhile, they may care to know that this year, in addition to the normal SOMNUS range of fine quality mattresses, beds, divans, steel mattresses and pillows, we shall feature these two new products.

Styled to match the best of 'contemporary' Bedroom furniture, the workmanship and materials are in the true SOMNUS tradition and the prices are most attractive.





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CARLTON CROSS MILLS, LEEDS, 2
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You owe it to your customers to—

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Waldo

UPHOLSTERY

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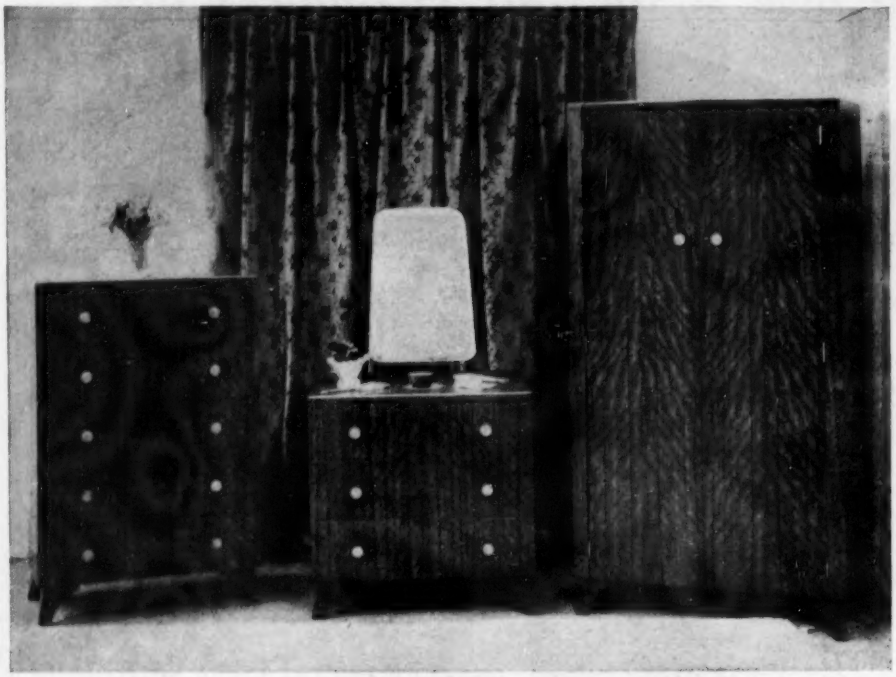

EARLS COURT 1954

There is nothing final in Furniture design. The appreciation of new materials and methods, the adapting of resources of production to produce attractive furniture goes on all the time.

We proudly present a Bedroom range in Blonde Australian Walnut as an outstanding example of the use of highly figured veneers in the production of furniture at a moderate price.

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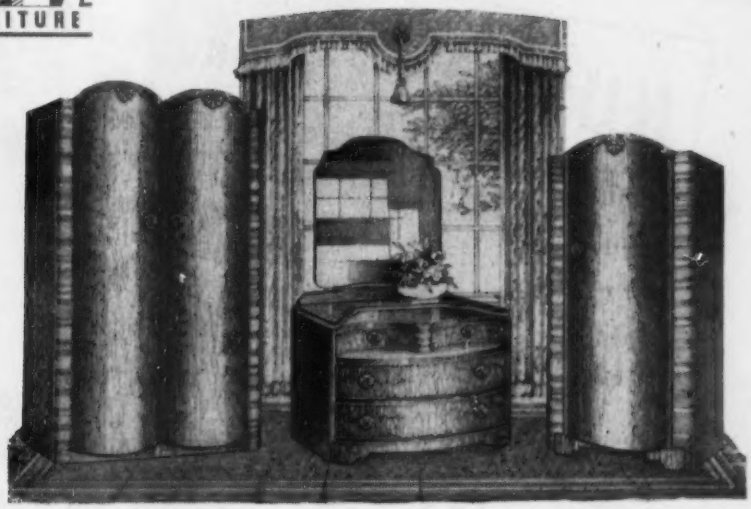

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STAND 6S FIRST FLOOR

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DINING ROOM SUITES and BUREAUX

Traditional and Contemporary

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TRADE MARK

Famous for

EASY CHAIRS

3-PIECE SUITES

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See the new designs

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EARLS COURT

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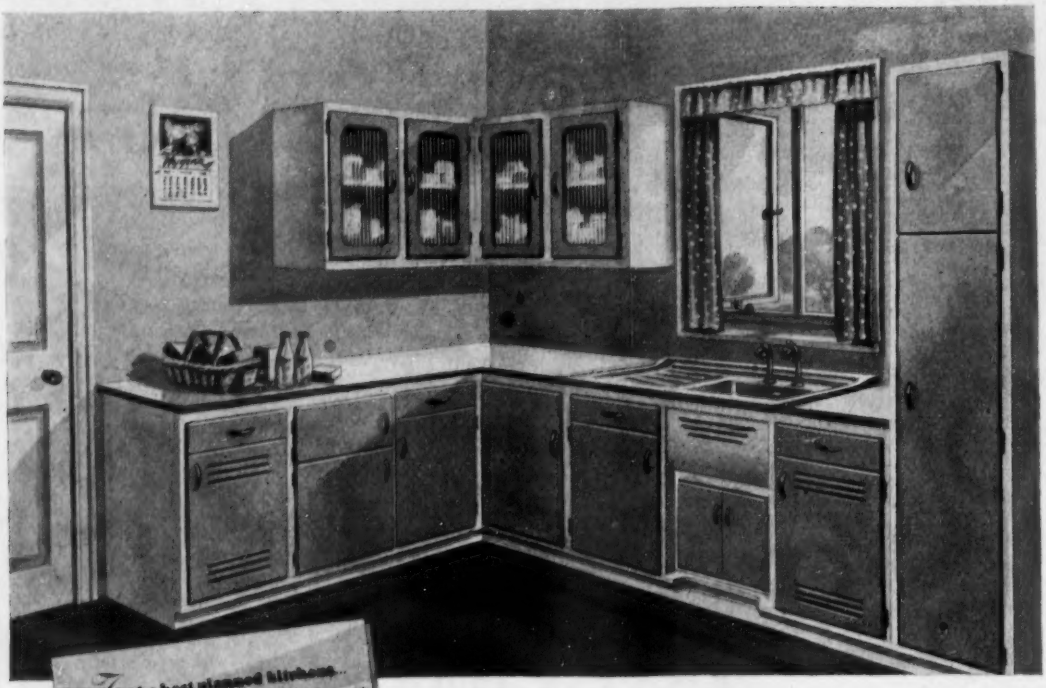

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Serial No. ★ 2003
BRITISH
GOOD HOUSEKEEPING INSTITUTE
GUARANTEES
REFUND OF MONEY OR REPLACEMENT IF NOT IN CONFORMITY WITH THE INSTITUTE'S STANDARDS

Please be sure to see our 1954 range at the Furniture Exhibition on Stand 12, Aisle R, first floor. You will like the simplicity and elegance of design, and you will find very ready sales for Hygena products. Furthermore our advertising schemes, and the new coloured brochure will assist you enormously.

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Many new models (all matching) including Wing Chairs and Settees

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WITH OUR PATENTED SPRINGING SYSTEM
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. . . . **Cintique** *and* **FIRMBACK** *chairs*

Exclusive display of

HIDE SUITES

GREEN
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GREY

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on

STAND 9X
(1st FLOOR)
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GUARANTEED FOR EVER
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CRAFTSMEN IN WOOD
ALL MANNER OF FINE
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NEW BLUE RIBBON LIVING ROOM FURNITURE

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NEW HARLEQUIN COCKTAIL TABLE

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Lintafoam LATEX FOAM UNDERLAY

The first underlay made throughout from virgin latex foam

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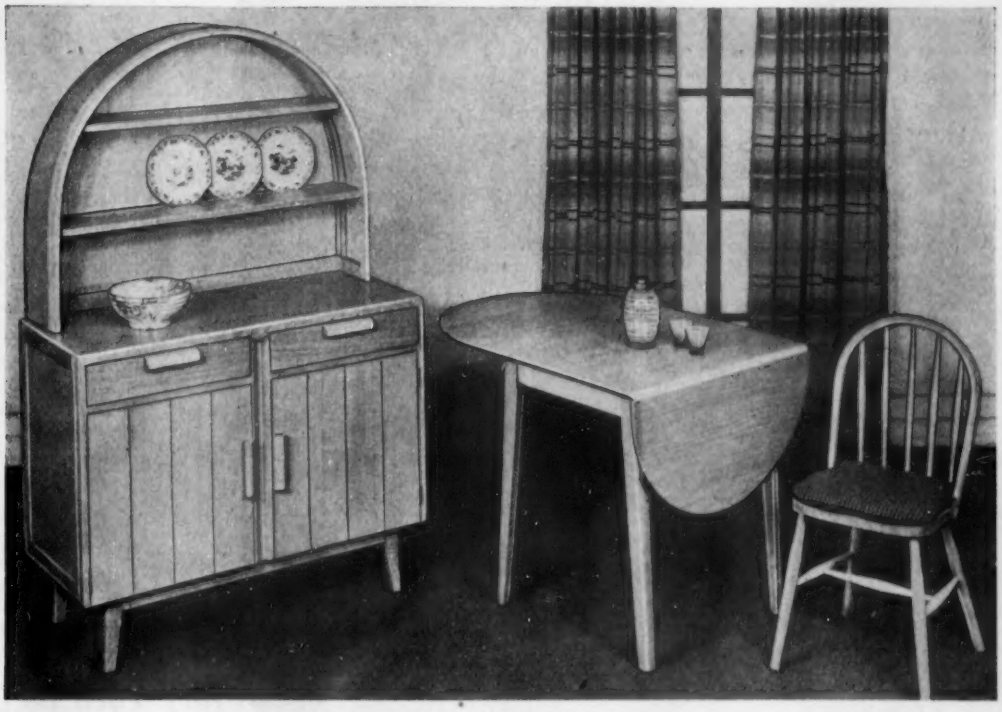

Illustrated above is one of a range of interchangeable dining suites offering a variety of pleasant designs and reasonable prices.
We shall be pleased to send you our complete catalogue on request.

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by W. KEEN

Makers of GUILDMASTER FURNITURE ***furniture***

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GRAMS: "CHAIRS, HIGH WYCOMBE" **PHONE: HIGH WYCOMBE 824 & 825**

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(NEAR WARREN STREET UNDERGROUND)

From MONDAY, FEBRUARY 15th

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9.30 a.m. to 8.30 p.m.

NEW DESIGNS in Bedroom and Dining Room Suites — also Extended Range of Princess Furniture

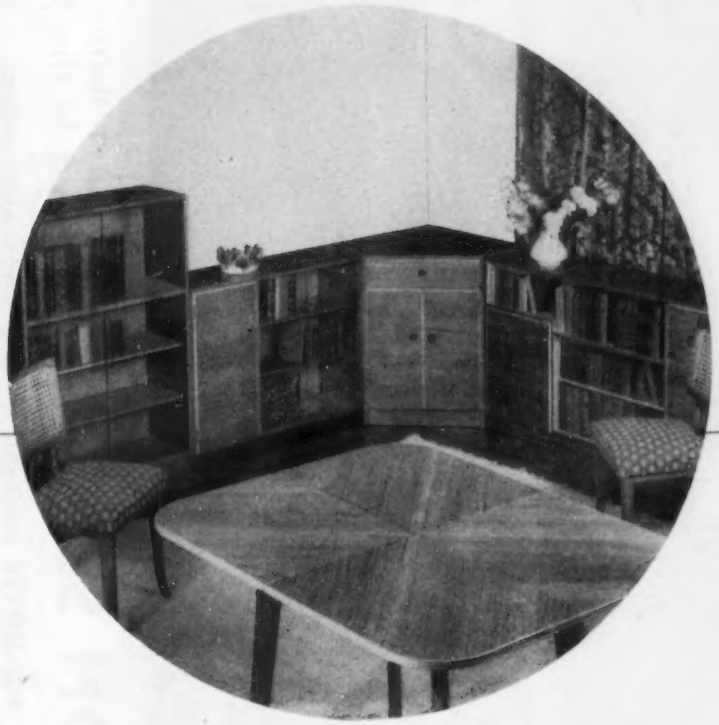
FREDERICK TIBBENHAM LIMITED

TURRET LANE · IPSWICH · SUFFOLK

CASTLE

unit furniture

in modern pencil stripe walnut



Designed to suit the individual taste in furnishing either a single room or an entire flat. Pieces can be arranged in a variety of groupings, and any unit may be added as the need arises. Strongly constructed and beautifully finished to emphasise the attractive walnut stripe veneer. Interiors in mahogany.

STANDS 3G and 24K

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CASTLE BROS. (Furniture) LTD.

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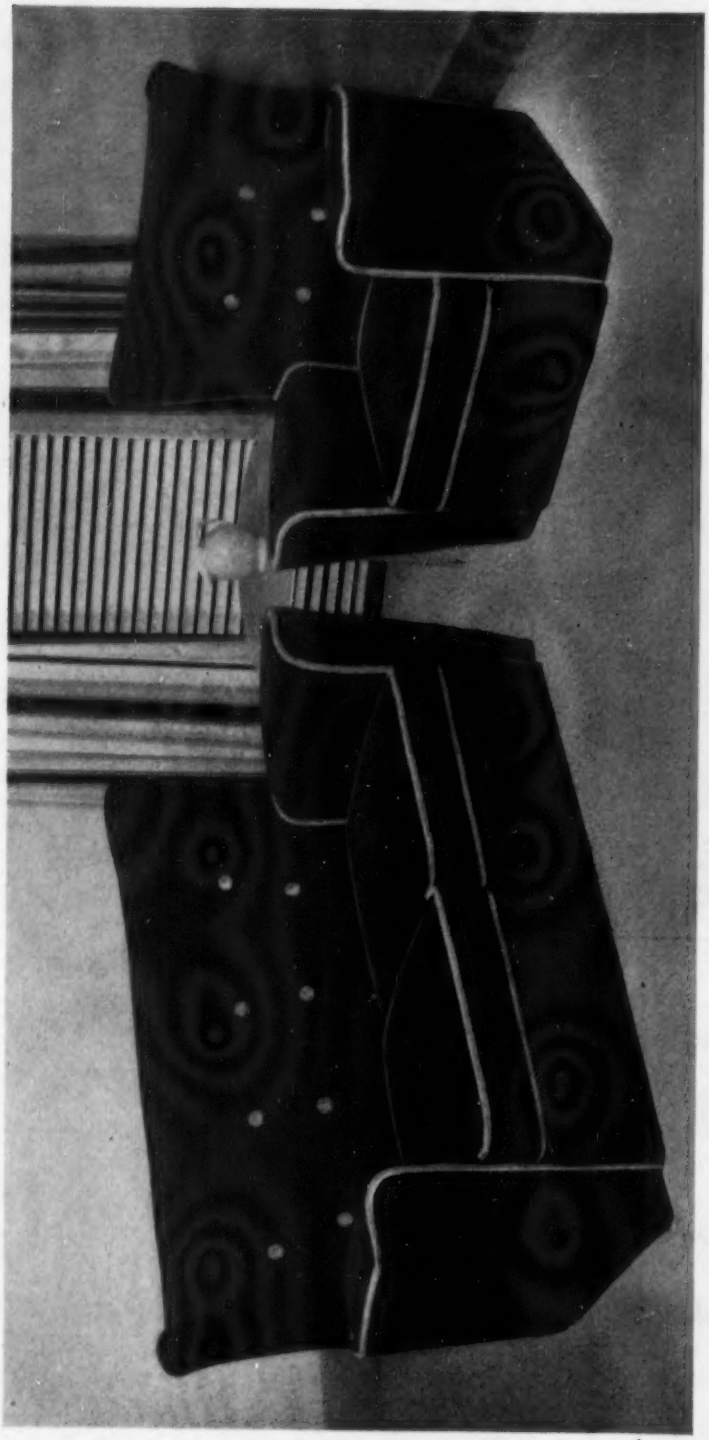

The AVON Suite

in UNCUT MOQUETTE available in full range of coverings

By any other name it's still the first in the field

B. McCARTNEY Ltd.

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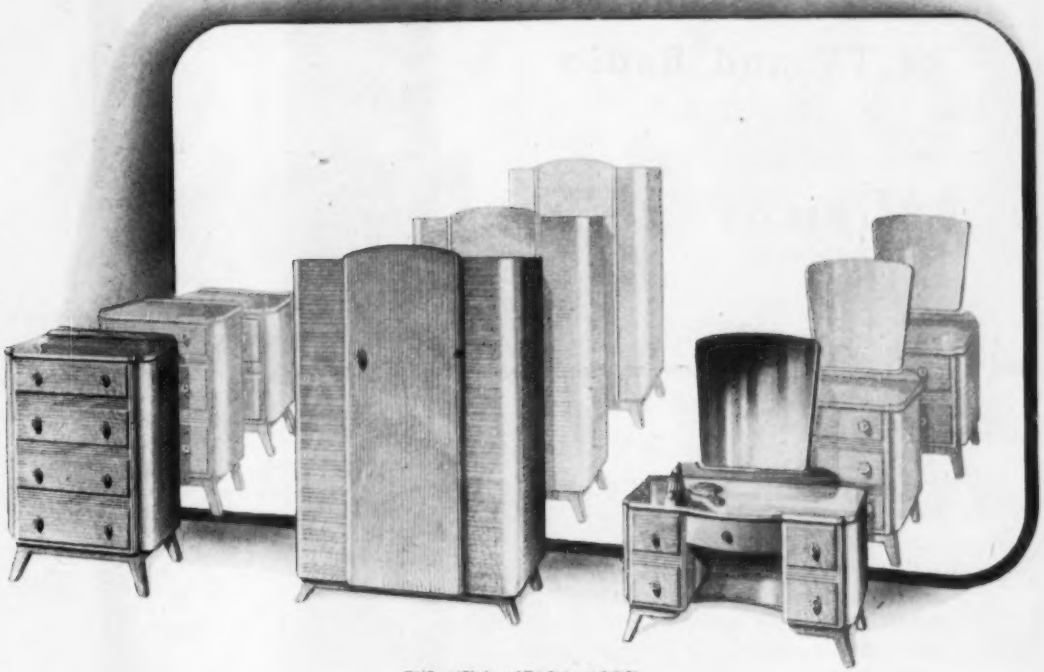
The fabulous People's Suite — now in 3-D



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MODERN, NEAT, PRACTICAL – and INEXPENSIVE!

3 CHESTS	3 WARDROBES	3 DRESSING TABLES
TWO DRAWER	30" WIDE	TWO DRAWER
THREE DRAWER	36" WIDE	THREE DRAWER
FOUR DRAWER	46" WIDE	KNEEHOLE

3 COLOURS – LIGHT, GOLDEN, LIMED OAK

All pieces are interchangeable

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EARLS COURT—15-25 FEB.

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carry the **Banner** Range of **TV** and **Radio**

Superb sets backed by a countrywide installation and maintenance service

16" T.V. Retail Price (Tax Paid) **77** *GNS.*

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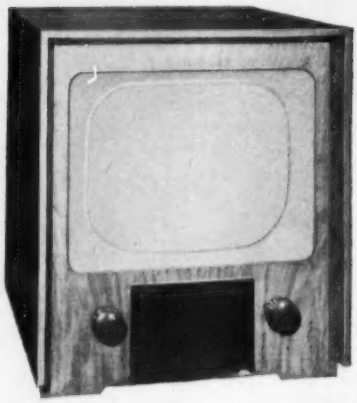

You can forget about maintenance worries when you stock the BANNER range of TV and Radio. You make a generous profit on every sale — and we can look after the maintenance.

The BANNER range includes, in addition to the handsome sets illustrated, a 16" T.V. console and 5-valve radio and auto-radiogram models.

All the sets have been proved in performance throughout the country.

T.V. and Radio sales are booming! Why not cash in on them now?

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as advertised in the National Press

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PATENTED THROUGHOUT THE WORLD

★

See our NEW range of—
SETTEE BEDS, CHAIR BEDS
and UPHOLSTERY on—

STAND 9C
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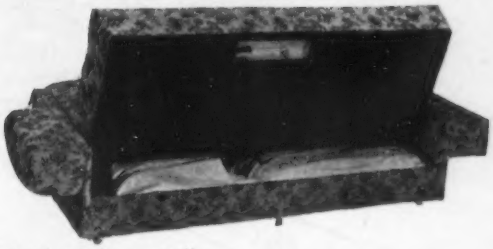
The "Bed-Max" patented settee-bed, the newest Benmax model, has been designed to bring together all the finest points of comfort and luxury in modern upholstery



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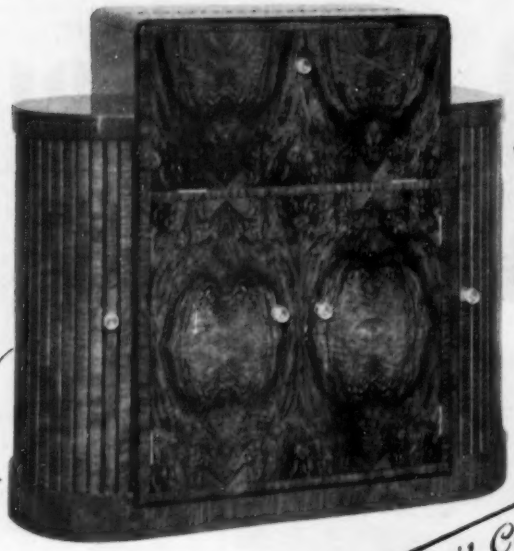

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The Aristocrat Cocktail Cabinet

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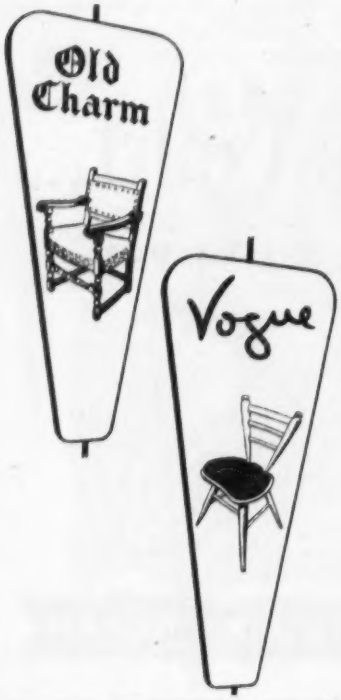

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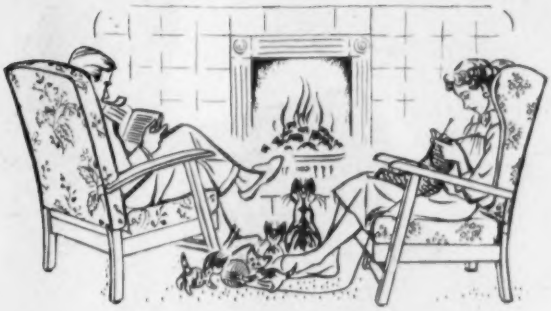

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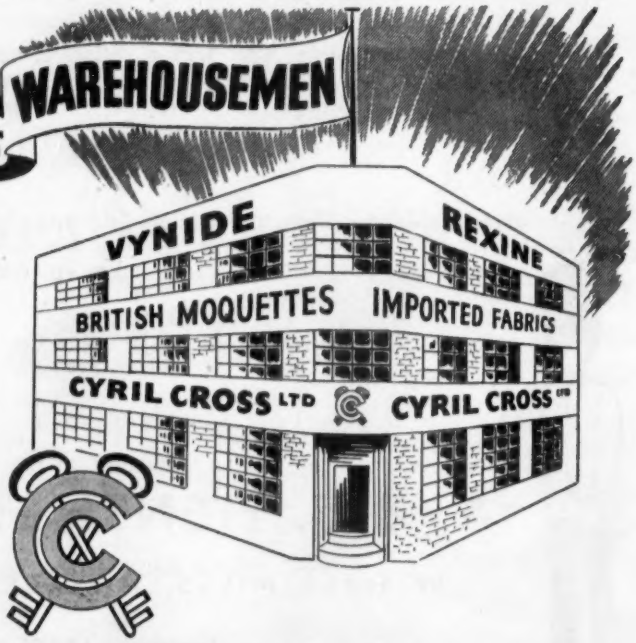

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February 15-25

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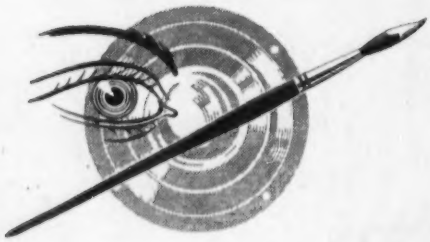

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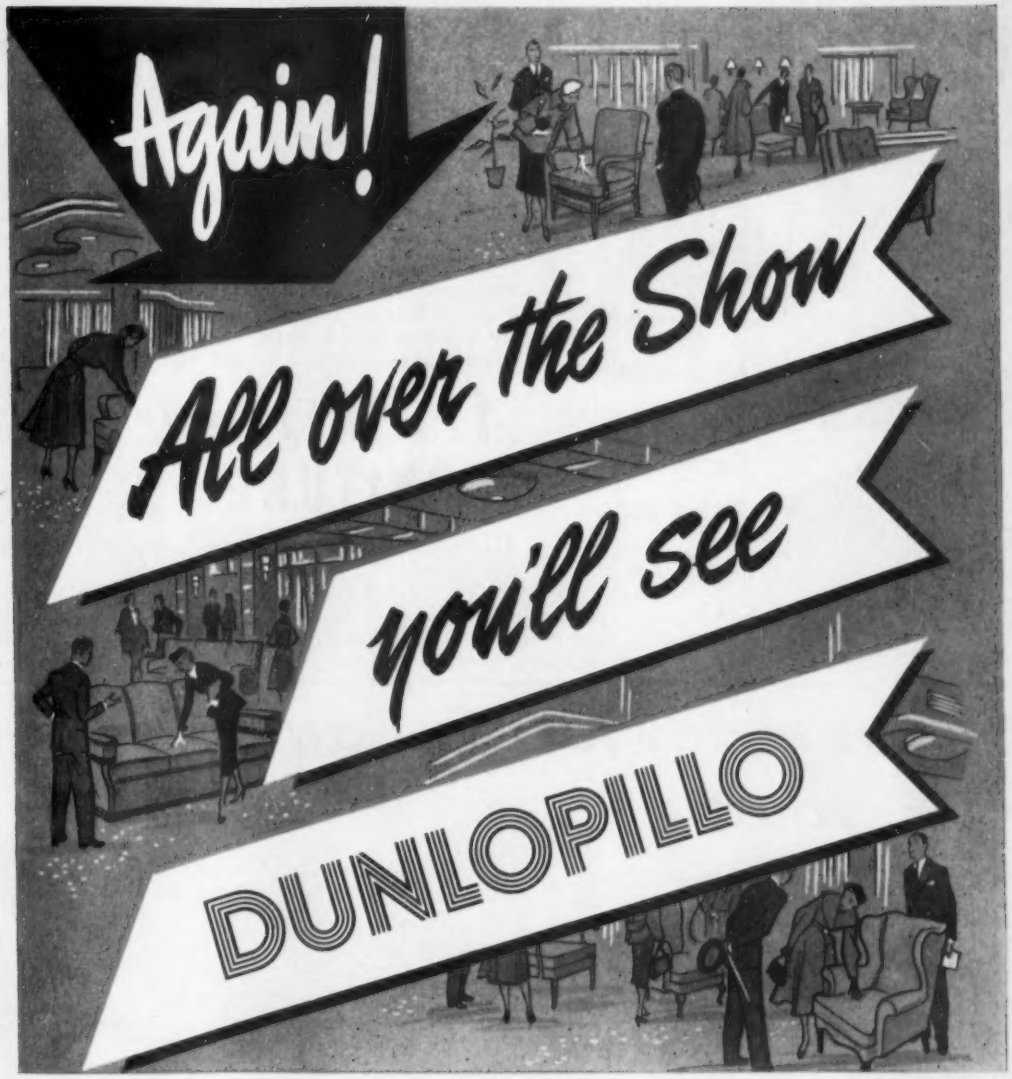

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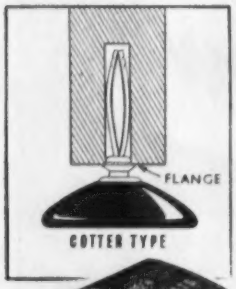

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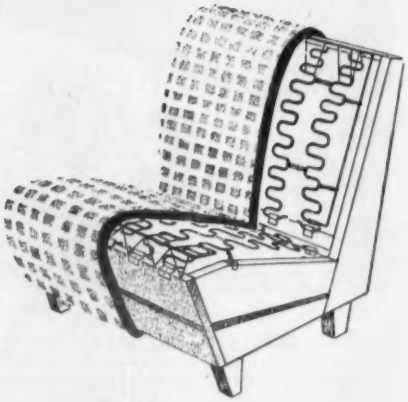

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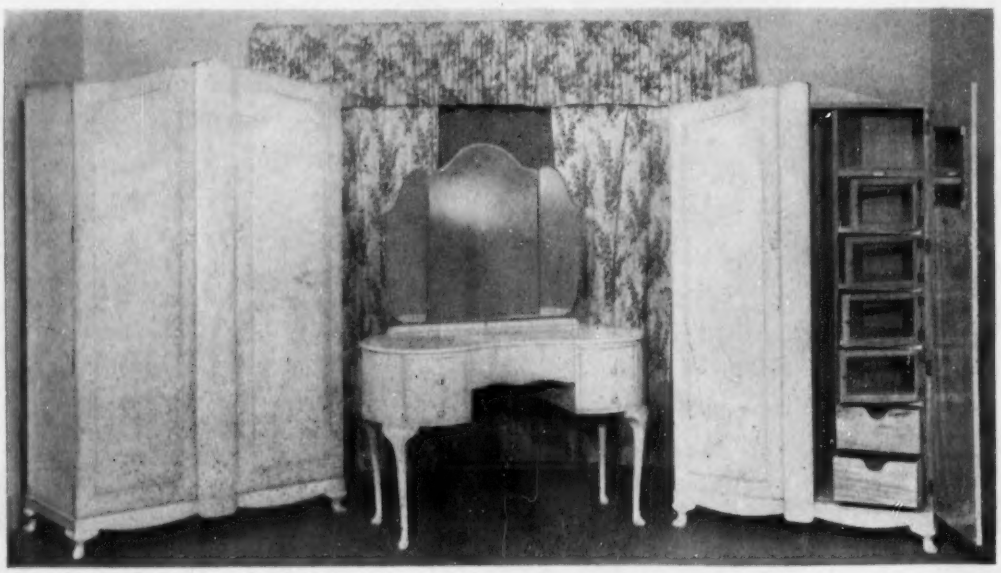

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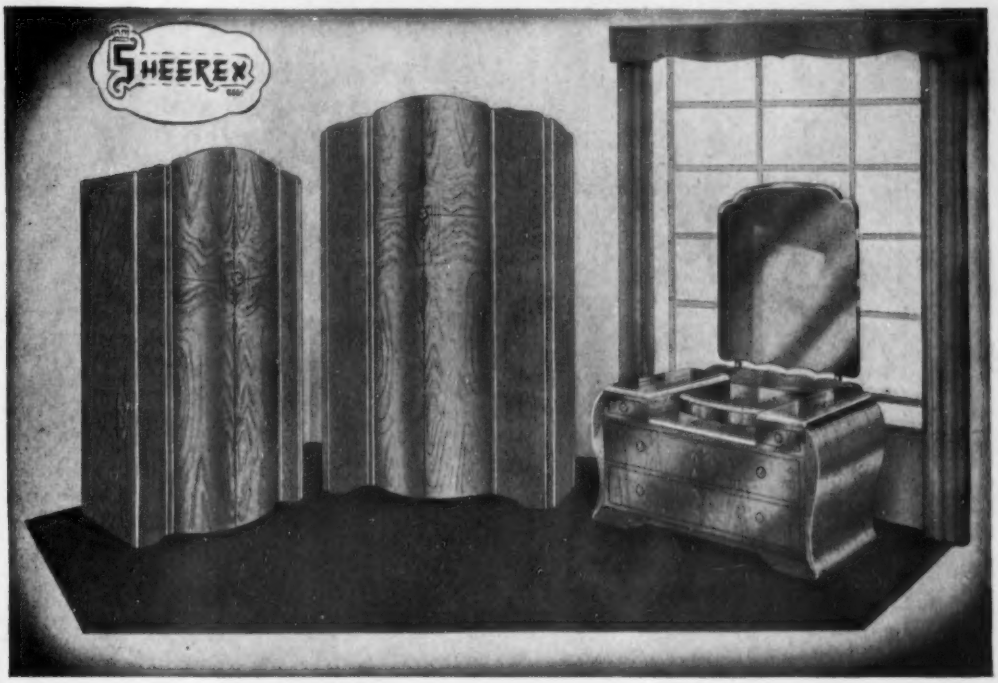

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Enamelled in blue, pink or cream
Upholstered in PVC leathercloth

No. **1720/S**
Hardwood frame
polished light or dark colour. Spring seat and padded back. Upholstered in tapestry

No. *1751*
Hardwood frame, polished light or dark colour
Upholstered in tapestry

No. *1751E*
Enamelled in blue, pink or cream
Upholstered in PVC leathercloth

No. *1751/R*
as above, but fitted with rockers

an ATCRAFT product

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YOU ARE CORDIALLY INVITED TO OUR NEW FACTORY DURING THE EXHIBITION PERIOD.

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TO SEE OUR LATEST DESIGNS IN NUVENIR EMBOSSED AND MACHINE CARVED ORNAMENTS AND MOULDINGS INCORPORATED WITH OUR NEWLY DESIGNED HANDLES AND FURNITURE FITTINGS · LATEST DESIGNS OF MOQUETTES AND TAPESTRIES.

Furniture Exhibition Earls Court

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AISLE V FIRST FLOOR

IDEAS *are* FREE

The highest quality materials throughout, at the lowest possible prices.

As you wander round our Showroom you cannot help evolving ideas of your own for design and decoration.

In this field our fully qualified and experienced staff are at your disposal and will be glad to contribute their advice and suggestions.

We hope to have the pleasure of welcoming you in the near future.

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THE HOLLAND

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IN MOQUETTE • TAPESTRY
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On one record you can combine stocks, sales and purchases—and a running stock balance. Each article of stock can have its history traced from its inception to the date of its being sold. Also included are schedule or invoice number, supplier and cost prices. Notes can be kept relating to any hire purchase scheme.

And you have a weekly check . . . . . check on items sold, and simple arithmetic will give the remaining stock of any one particular line. Every four weeks you have a monthly statement of stocks, values, etc., etc.

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NEW range of DIVANETTE BED SETTEE SUITES in entirely
NEW designs of contemporary and traditional, with interesting
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NEW method of construction and a
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FIRST FLOOR, EARLS COURT

FEBRUARY 15—25, 1954. Tel: FULham 7442

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★ The "VISCOUNT" Set in Stripy Sapele, Sycamore Cross Banding.

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SPECIAL EXHIBITION

of Spring Interior Mattresses and Divans in new and spectacular Continental covers.

- **REVOLUTIONARY IN DESIGN**
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These are entirely new in conception and really baffle description. They will send your Bedding sales soaring.

If you have not received your Card, inviting you to this very interesting display, by Friday, 12th February, please let us know and one will be sent to you immediately.

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Pay a visit to our Works and inspect our new range of both contemporary and traditional type Dining Suites and Occasional Furniture

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FURNISHING COVERINGS

AT

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OUR COMPLETE NEW RANGE OF EXCLUSIVE DESIGNS WILL BE OPEN TO YOUR INSPECTION

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manufacturers of the renowned

WILTON BEDROOM SUITES

will not be exhibiting at the Furniture Trades Exhibition this year . . . . . but

You are cordially invited to

AN EXHIBITION

at the Factory Showrooms

WHERE

OUR NEW RANGE OF WALNUT AND OAK BEDROOM SUITES FOR 1954

will be on Display

From FEBRUARY 1st to 25th, 1954

AS ALWAYS, THE FINEST VALUE IN THE TRADE

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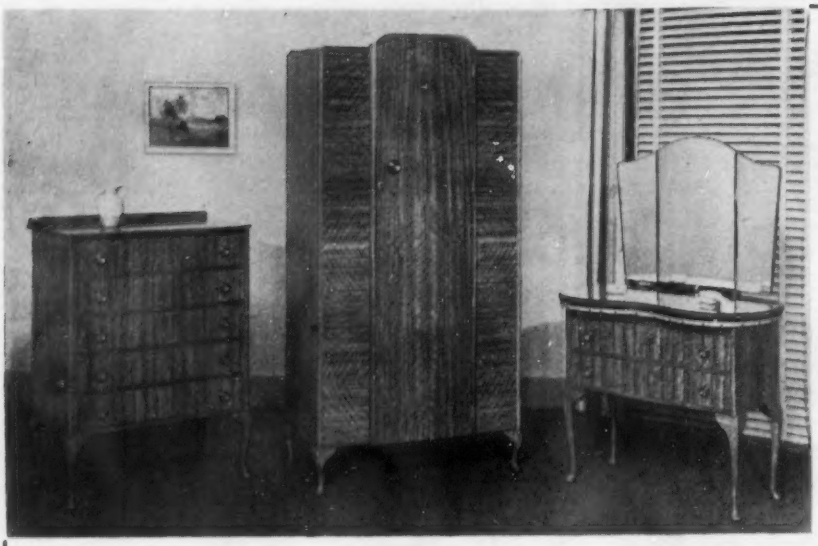

PRESENTING

The Windsor II

QUEEN ANNE

Suite

STAND 12T–19U

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ALL PIECES SUPPLIED SEPARATELY

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have pleasure in inviting you to a display of their new designs of Cabinets and Occasional Furniture.

★ Mr. Finkelstein Snr., Mr. Finkelstein Jnr., and our Scottish Representative, Mr. T. M. Smith will be pleased to see new and old clients.

at

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FIRST FLOOR

British Furniture Exhibition
Earls Court, London, S.W.

February 15th to 25th
1954

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Visit STAND 18U. 1st floor EARLS COURT

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The "DORCHESTER" (above) 3 ft. Oak Contemporary Bedroom Suite.

The "REGAL" (on right) 3 ft. Walnut Bedroom Suite.

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THE BEST BUY IN BEDROOM SUITES

you are cordially invited to visit us at EARLS COURT. We shall be showing a really wonderful range of our "INTEGRITY" Brand furniture in WALNUT and BIRD'S-EYE MAPLE.

Our suites are GUARANTEED, orders will be delivered promptly—and our prices are right too!

We shall also introduce a very novel innovation that will please both you and your customers . . . . . .

But why not come along and see for yourselves?

We are on Stand

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on the Ground Floor, close to the ALPINE GRILL

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BRITISH FURNITURE EXHIBITION · FEBRUARY 15-25 1954

it's largely the **BAIT** which determines the **CATCH!**

USE THE RIGHT BAIT THIS SEASON AND INCREASE YOUR SALES

In selling—as in fishing—it's largely the *BAIT* you use which determines your *CATCH*.

When it comes to casting SURE-SELLERS, *Ralph Toper* is a past master.

For *Ralph Toper* has as his customers people who BUY and KEEP ON BUYING, because he consistently gives them lines which *SELL and KEEP ON SELLING!*

YOU TOO can get a chunk of the *PROFITS* which other furnishers will get this year. Cast your line with a visit to Stands Nos. 26H, 23C, 8Q, GROUND FLOOR.

EARLS COURT FURNITURE EXHIBITION

February 15th

STANDS 26 H 23 C 8 Q

Ground Floor

TOP-E-REST UPHOLSTERY

RALPH TOPER & SONS LTD 54-56 CHURCH ST., W.3

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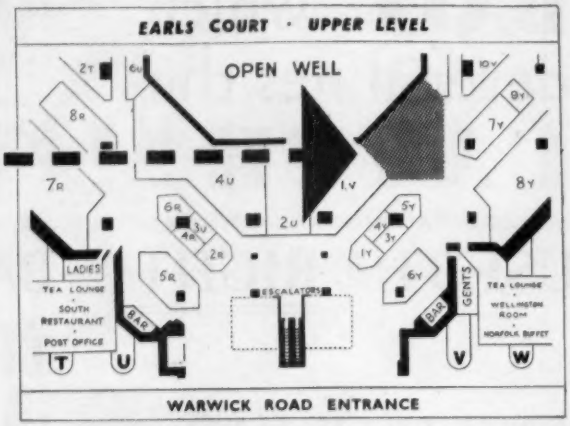
British Furniture Exhibition • February 15-25, 1954

We extend a cordial invitation for you to visit our unrivalled display of

Planned Kitchen Furniture

STAND 5.V.
UPPER LEVEL



Inspect our range of 40 different units set out in display kitchens and see the attractive modern designs which will boost your sales in 1954.

YOUR GUARANTEE OF
BEATALL KITCHENS
QUALITY & VALUE

BEATALL FURNITURE LTD.
PENHALL ROAD · CHARLTON · LONDON · S.E.7
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LEVIN for CHAIRS

LEVIN CHAIRS AT THE EXHIBITION

When you visit the Furniture Trades Exhibition this year, you will see Levin chairs on many of the leading manufacturers' stands.

We make all types of chairs and specialise in the design and manufacture of chairs to match modern, contemporary and reproduction dining sets.

Our wide representation at the Exhibition is practical evidence of the popularity of our designs. Remember, when you next require dining chairs of exclusive design which will help sell your sets, let us assist you.

M. LEVIN LIMITED

115 Wilton Way, Hackney,
London, E.8.
Telephone: AMHerst 3414

Leave it to LEVIN

show your customers this

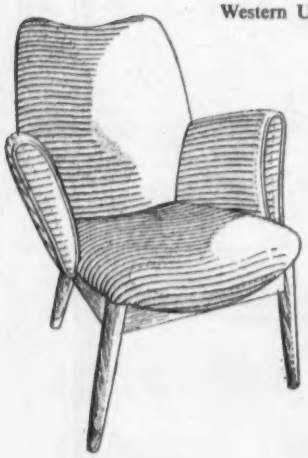
BETTER-THAN-EVER RANGE

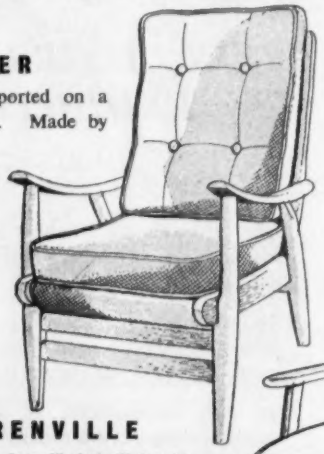
NEW ELIZABETHAN RANGE

Here is the latest Christie-Tyler trio designed to herald in a new era of contemporary design *plus Comfort*. They're available in an exceptionally wide colour range—fresh, vibrant and hard wearing.

FROBISHER

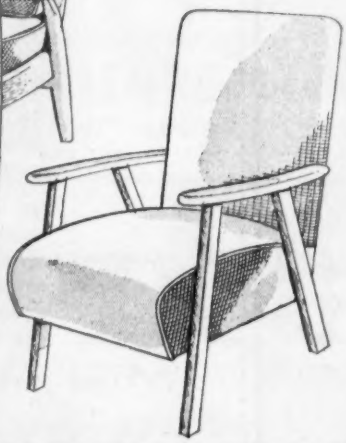
Latexfoam cushions supported on a special cable spring unit. Made by Western Upholstery.





GRENVILLE

Designed for Christie-Tyler by David Pye, A.A., A.R.I.B.A., M.S.I.A.



DRAKE

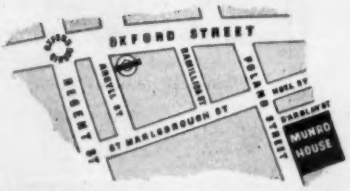
Deeply sprung with stuffover covers.

As we shall not be at Earl's Court this year,

come and see all these chairs

AT OUR NEW LONDON SHOWROOMS

ALL BUYERS are invited to view this range in the comfort of our new West End Showrooms. Our Manager, Mr. J. D. Carter, will be in attendance. The address is Munro House, 9 Poland Street, London W.1. The map shows how you get there

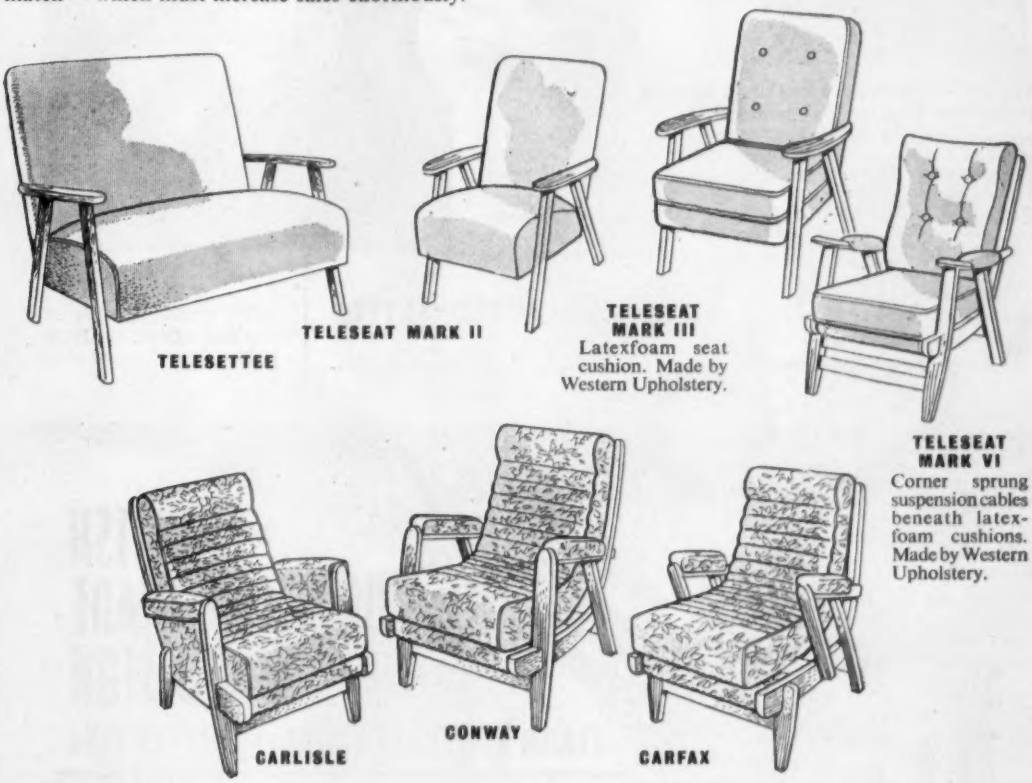


FOR YOUR CONVENIENCE, FROM 15th to 25th FEBRUARY OUR SHOWROOMS WILL BE OPEN FROM 9 a.m. to 9 p.m. RING GERRARD 8875 AND WE WILL FETCH YOU BY CAR FROM EARL'S COURT OR FROM YOUR HOTEL.

OF CHRISTIE-TYLER PRODUCTS

TELESUITE

There will be a terrific demand for this astonishingly inexpensive suite made by Western Upholstery. The most appealing sales point is that it can be purchased separately or with one, two or more *extra* chairs to match — which must increase sales enormously.



BETTER COVERS . . . SAME PRICES!

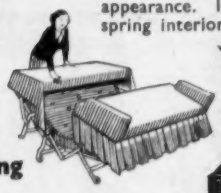
Christie-Tyler chairs are wearing a new look! It's fine quality, wool mixture uncut moquette — harder wearing, longer lasting and in a wonderfully gay floral motif that's cleverly designed to harmonize with any colour scheme.
The prices remain the same. *You* benefit by offering your customers increased value. It's as good as a direct price cut!

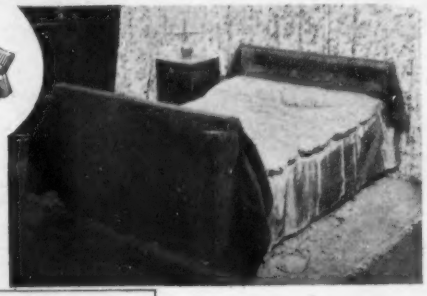
CHRISTIE-TYLER • BRIDGEND • GLAMORGAN

and NOW! the 'COUCHETTE' Major

The BED-SETTEE with the simplest and quickest conversion yet produced.

Here is a delightful modern settee which converts at a touch into a luxurious full size bed with Spring Interior Mattress. The settee has Latex Foam seating and combines perfect comfort with a handsome appearance. It is available in a variety of coverings with the spring interior mattress to tone.





From Settee to Luxurious Spring Interior Bed in 10 seconds!

Built on a steel frame with patent folding action, the conversion is effortless. It opens with the head in the right position—with no obstructions. The bed can be made up before closing, ready for immediate future use.

Visit our Stand No. 3D. 14L. at the B.F.M. Exhibition and see the most successful dual purpose furniture and Spring Interior Mattresses and Divans.

'COUCHETTE' *Major* — *Spring Interior* **BED-SETTEE**

Manufactured by
BRUCE BROS. (BEDDING) LTD.
WHEAT STREET, LEICESTER
Telephone: GRANBY 354/5

Furniture at its best!

BRITISH FURNITURE TRADE EXHIBITION

STAND 21C EARLS COURT FEB 15TH-25TH 1954

for **Ellis**

OF HUDDERSFIELD
Crown Works, Wakefield Road
Huddersfield
Phone 4380

KITCHEN FURNITURE, FEATURING FORMICA TOPPED TABLES AND CABINETS. DINING FURNITURE, FEATURING REPRODUCTION OAK DESIGNS, OCCASIONAL PIECES, TROLLEYS, BOOKCASES, BEDS, ETC.

THE MAKERS OF

Guaranteed "Majority" Furniture

TAKE PLEASURE IN PRESENTING FOR YOUR INSPECTION

AT EARLS COURT ON STAGE 2E GROUND FLOOR

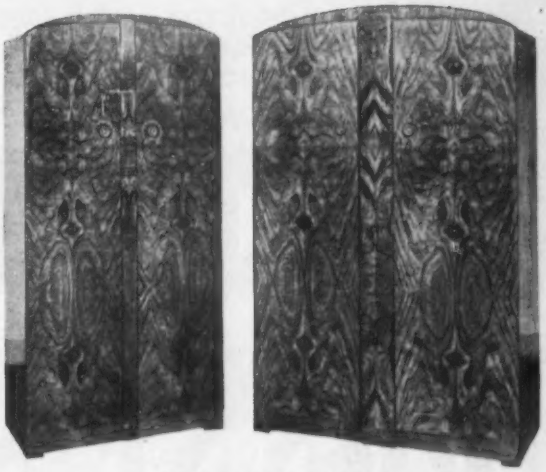
"BEDROOMS FOR HAPPINESS"

In Glorious Technicolour

STARRING

APOLLO . . .	*Con. Temporary*
EROS	*Con. Temporary*
VISCOUNT . . .	*New Oval*
ACADEMY . . .	*A1. Shapes*
DIANA . . .	*D. Centre*
PALACE	*Bow. Front*

In Bird's-eye Maple, Fig. Walnut and Empire Woods



"VISCOUNT" ROBES

4' 6" "VISCOUNT" DRESSING TABLE

DESIGN . . .	*Layton, H. & L.*
INTERIORS . . .	*Spacious Ness*
EXTERIORS . . .	*Gracious Ness*
QUALITY . . .	*Rigid Inspection*
DURABILITY . .	*V. Strong*
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MOQUETTES · TAPESTRIES · PLATFORM LINING
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If you use Twine or Webbing, you will find that DONNE'S is the "cheapest that money can buy." It is the "Quality" that counts—a high Standard of Quality that has made DONNE'S name famous for more than 150 years.

BFM Exhibition
EARLS COURT
STAND 17H
GROUND FLOOR

Samples and prices gladly sent on request—or would you like our Representative to call?

T. S. DONNE & SONS LIMITED
HIGHER FLAX MILLS · CASTLE CARY · SOMERSET

MAKERS OF THE BEST TWINES AND WEBBING FOR MORE THAN 150 YEARS

BRITISH FURNITURE EXHIBITION

See the unique new Upholstery covering

WASHABLE · SCRATCH PROOF · DIRT RESISTING

in gay contemporary designs & colours

STAND 1Y EARLS COURT

This is one of the Florestin advertisements which will appear over 42 million times in the first half of 1954

ARMORIDE (SALES) LTD. 24-27 ORCHARD ST., W.1

CVS-19

I. NISSENBAUM & SONS LTD.,

have now moved to more spacious premises at:—

3 VYNER STREET, LONDON, E.2

Telephone No.: ADVance 2938

★

For the first time NISSENBAUM'S are showing their new range of **OCCASIONAL FURNITURE** *on . . .*

Featuring SECRETAIRES - COCKTAIL CABINETS CHINA CABINETS - BOOKCASES in the traditional and contemporary styles

STAND No. 26U
UPPER LEVEL
EARLS COURT

NISSONS FURNITURE LONDON E.2

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We have a BENT

for bending TIMBER!

FOR THE FURNITURE & ALLIED TRADES

★ **We can solve your bending problems at our new premises**

GOOD STOCKS OF ASH, BEECH & OAK FOR CHAIR FRAMES, ETC.

BENTWOOD (STRATFORD) LTD.

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JOHN LITTMAN & SONS LTD.

SUPREME PRODUCTIONS J.L. & S. LTD

Have much pleasure in presenting an entirely new range of Supreme Upholstery

on view at STANDS

20D, 12N, 11P

GROUND FLOOR

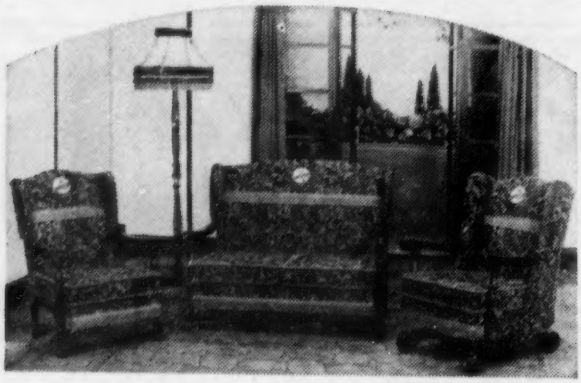
EARLS COURT

The "Chelsea" Super-Sprung Suite Upholstered in the Finest of Materials

JOHN LITTMAN & SONS LTD.

BEVENDEN HOUSE, EAST RD., LONDON, N.1

Telephone : CLErkenwell 9001-2-3



The "TUDOR," a suite with unusual appeal, is one of the distinctive range of "ComfiluxE" designs, which, due to their charm and structural qualities, are extremely popular.

MILES AHEAD
ComfiluxE
GUARANTEED UPHOLSTERY

VISIT
STAND No.
16Y
FIRST FLOOR
Earls Court

Here you can see a Complete new range of
COMFILUXE UPHOLSTERY

COHEN & ENSER LTD

WHITEFIELD MILLS, Green Lane, WHITEFIELD, Nr. Manchester
Telephone: Whitefield 2207/8

J. MANASHE & CO. LTD.

Invite you to inspect their new range of Bedroom Furniture at Academy works.

AN ACADEMY PRODUCT

Illustrated is the **'Bristol' Suite** retailing at 53 gns. approx.

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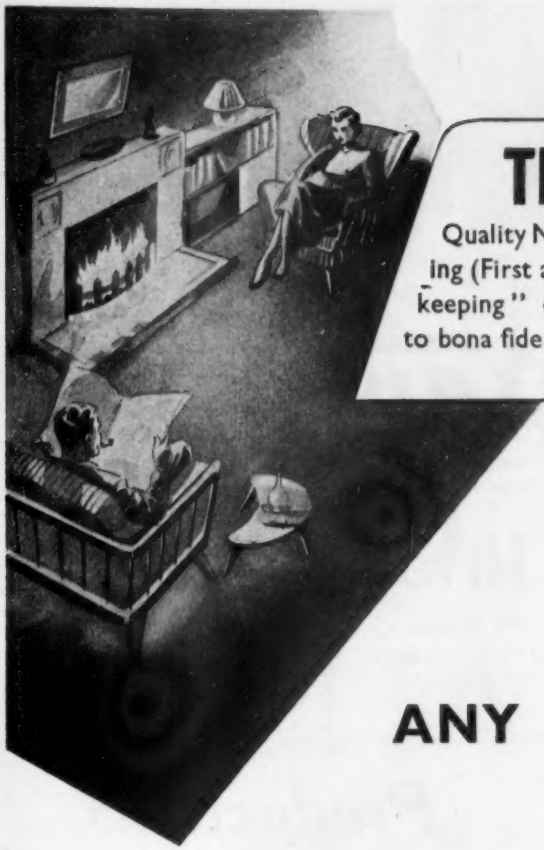

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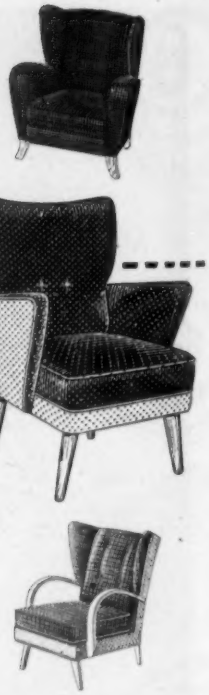

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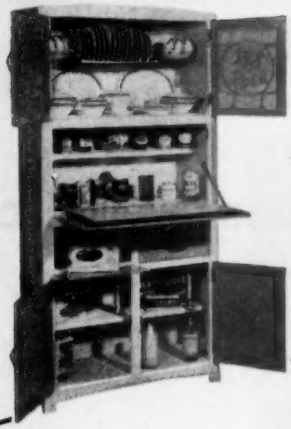

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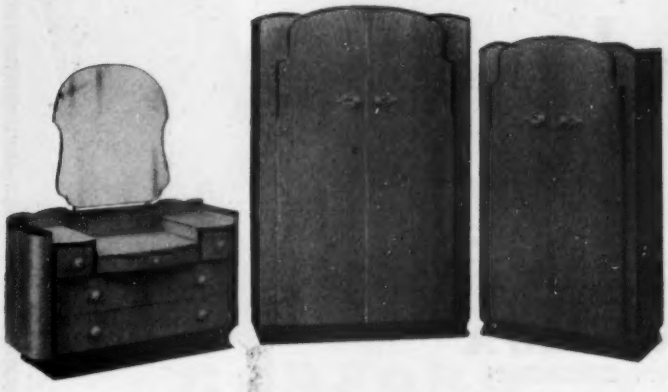

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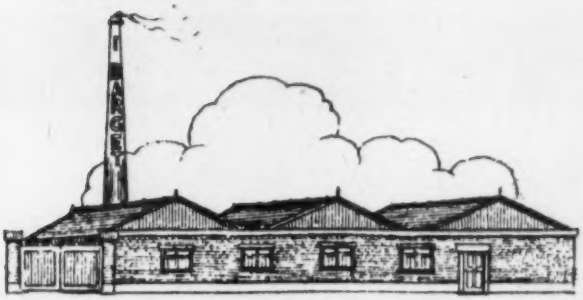

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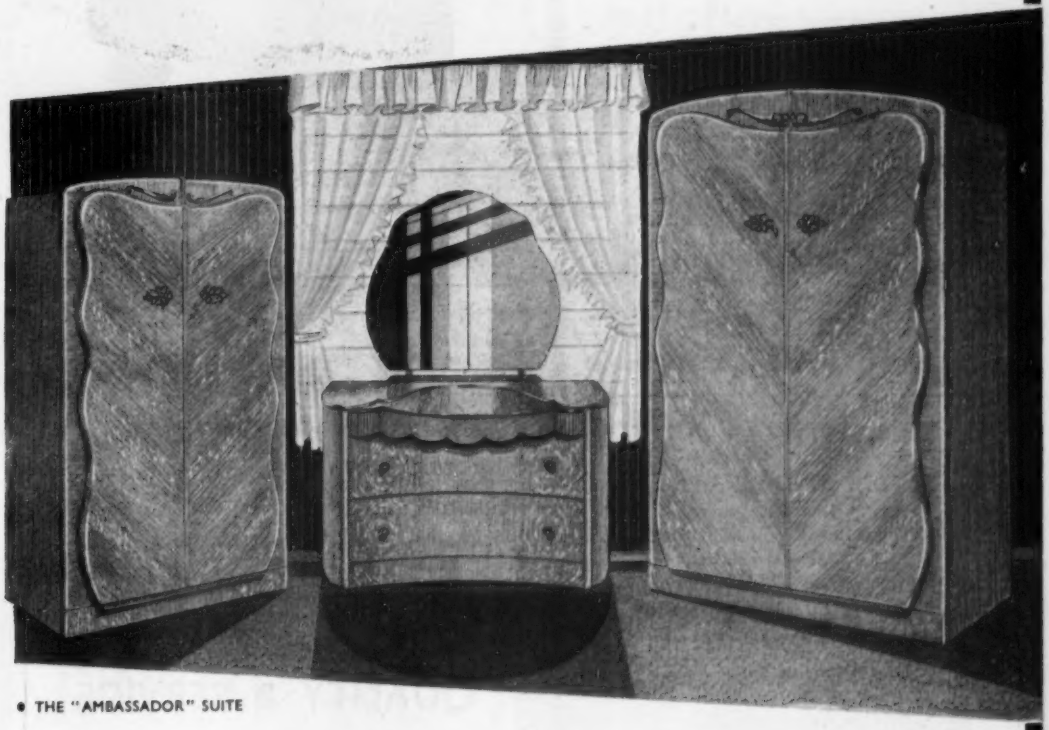

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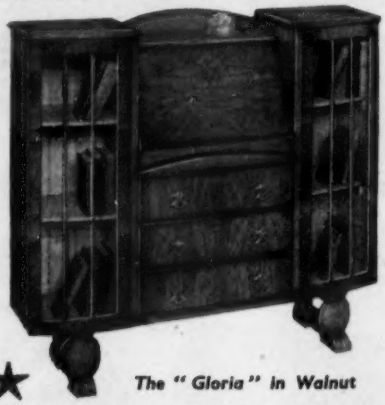

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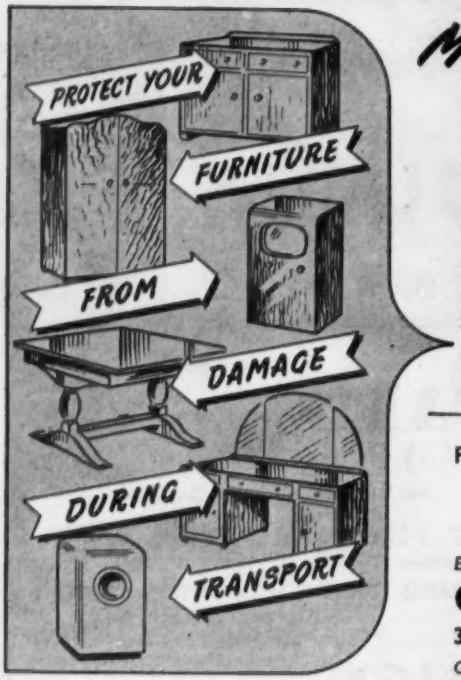

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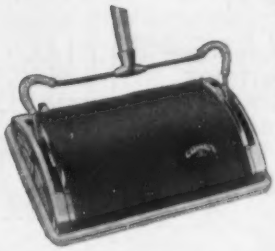

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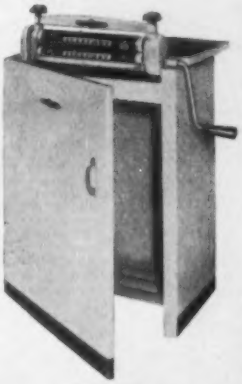

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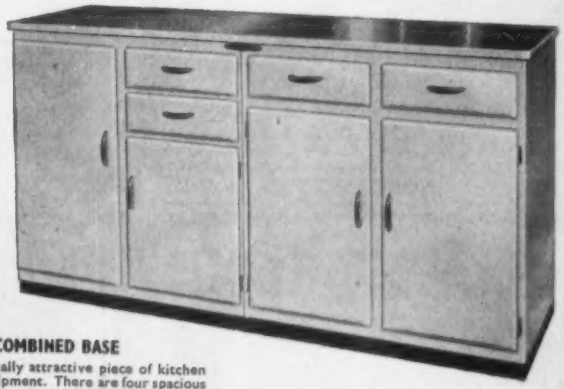

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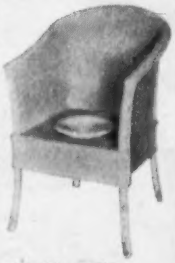

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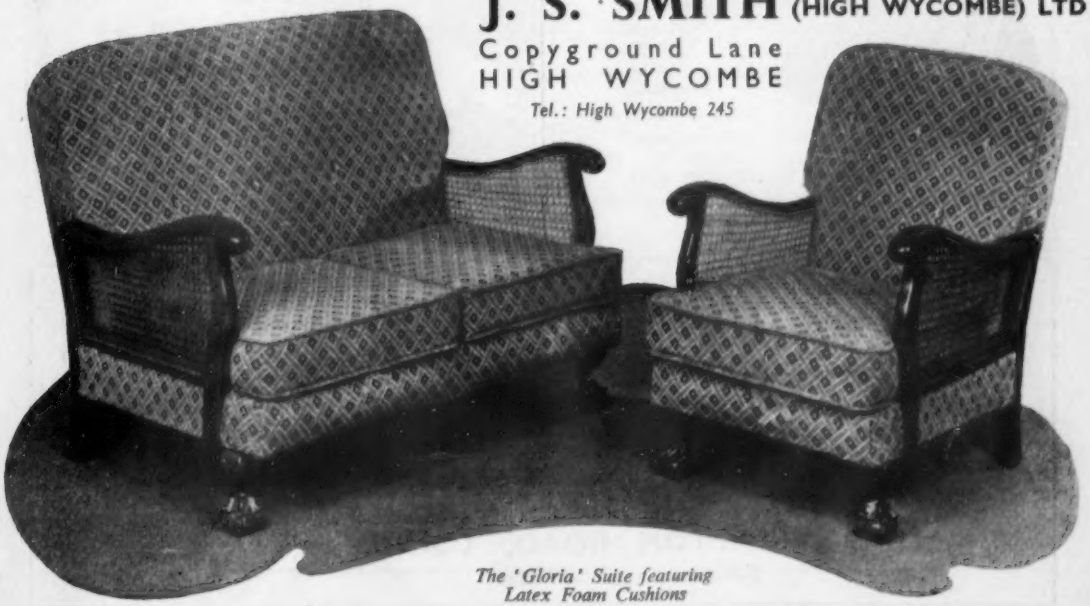

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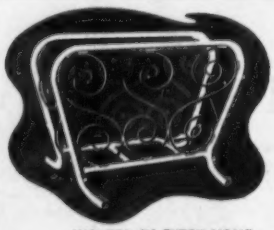

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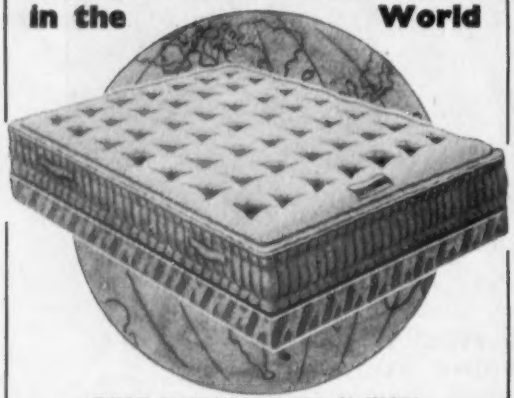

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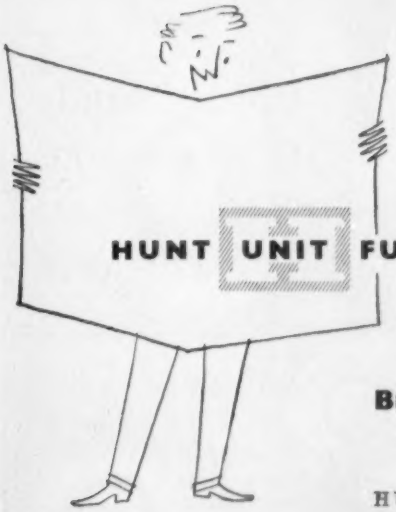

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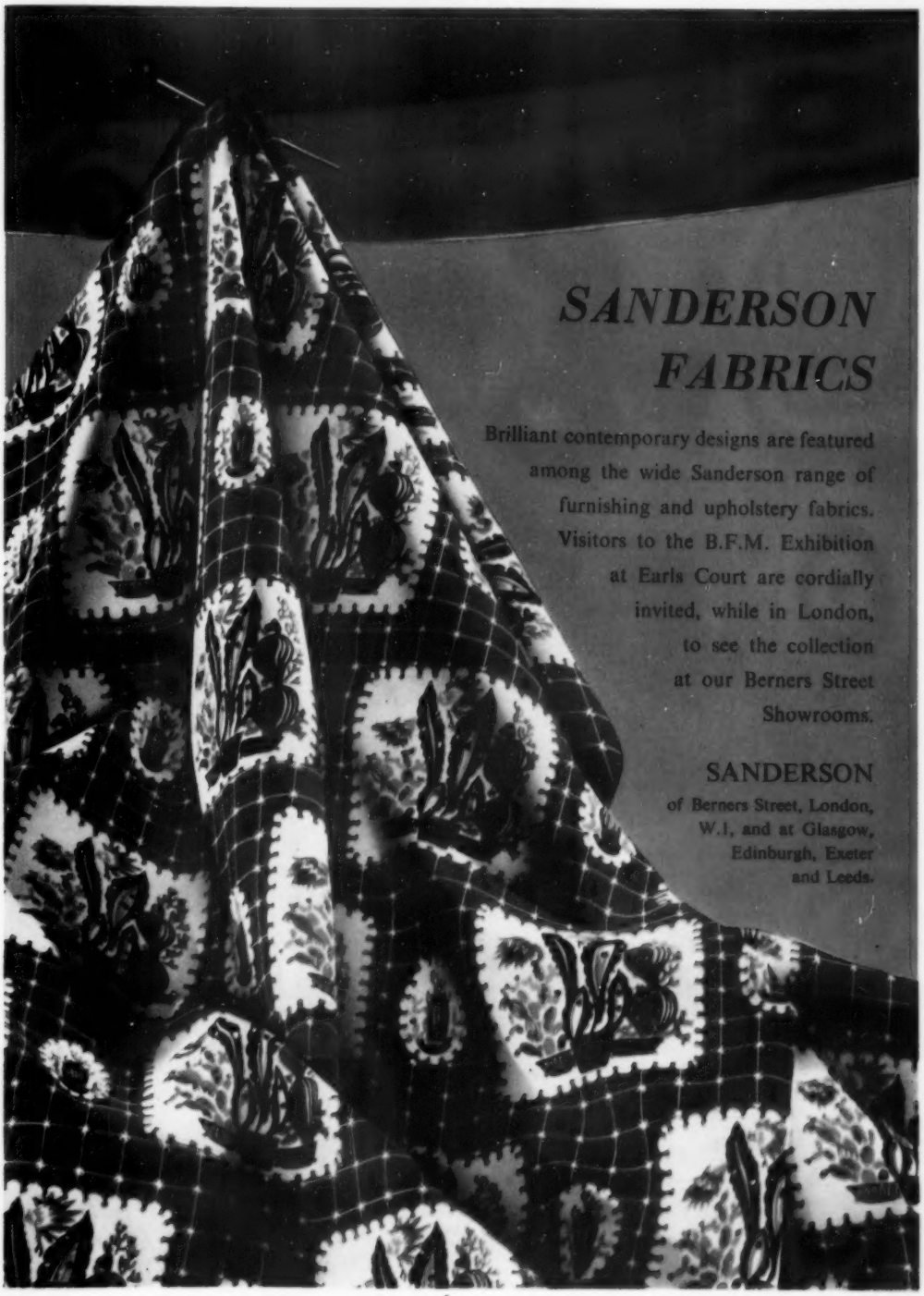
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February 15th—25th

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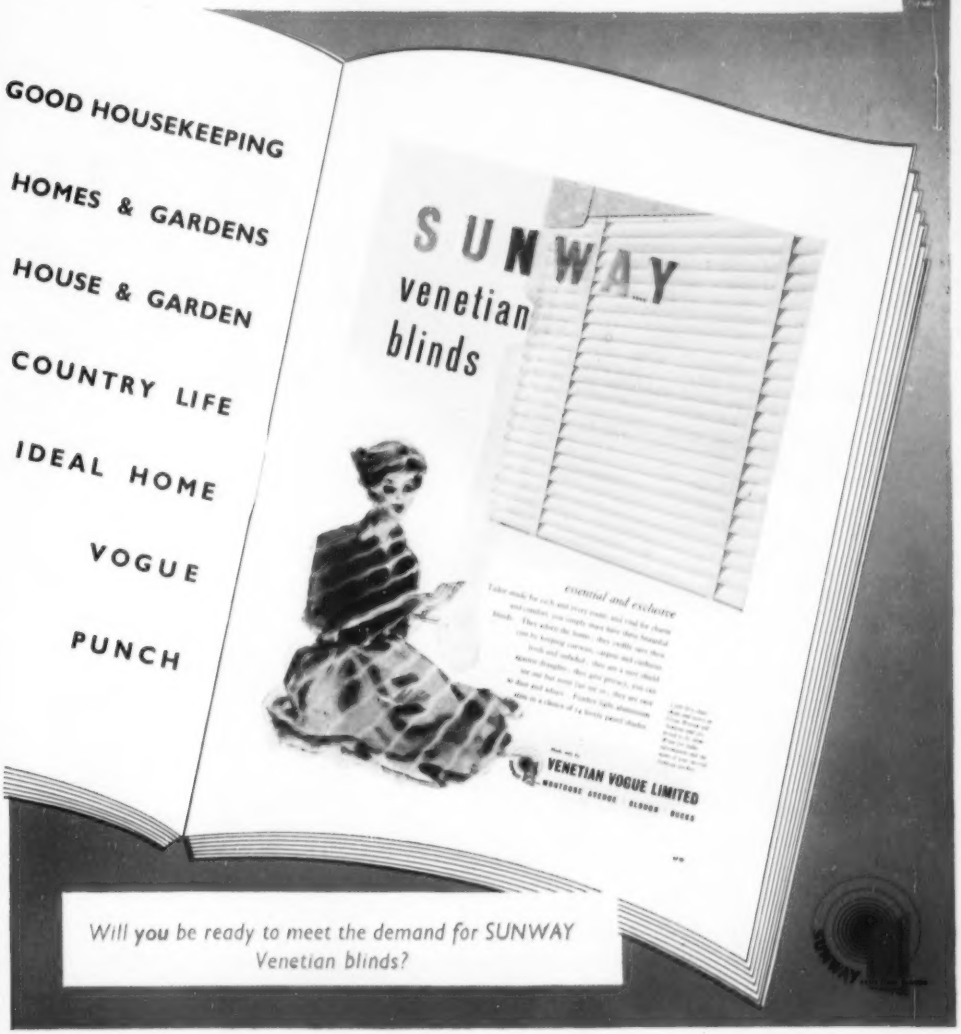

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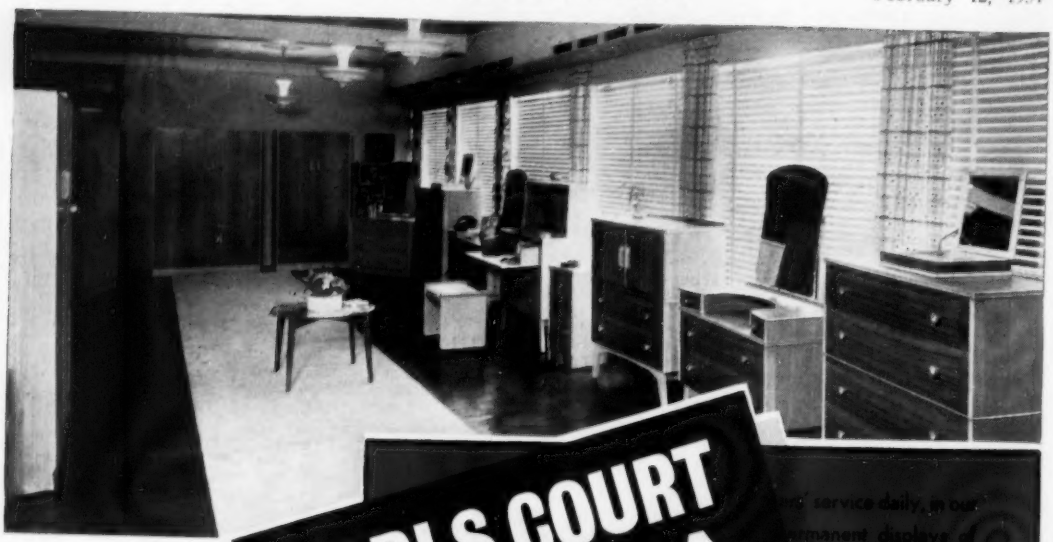

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This year we have decided to stage our Exhibition in our own fitted showrooms as we feel that our furniture really requires extensive floor space to enable you to see adequately our full range.

Contemporary as well as Period furniture will be on view. You may not have seen our last Autumn show; it was generally acknowledged in the Trade to have been outstanding. We believe our Spring Show, opening Monday, 15th February, will prove to be even more outstanding.

Do come and visit our show; you know you will be made welcome; your friendship and co-operation in the past has been greatly appreciated. We welcome your comments, for both praise and criticism are a healthy stimulus to our further endeavours.

Could you let us have your London address in order that we may arrange transport and so make your travelling easy ?

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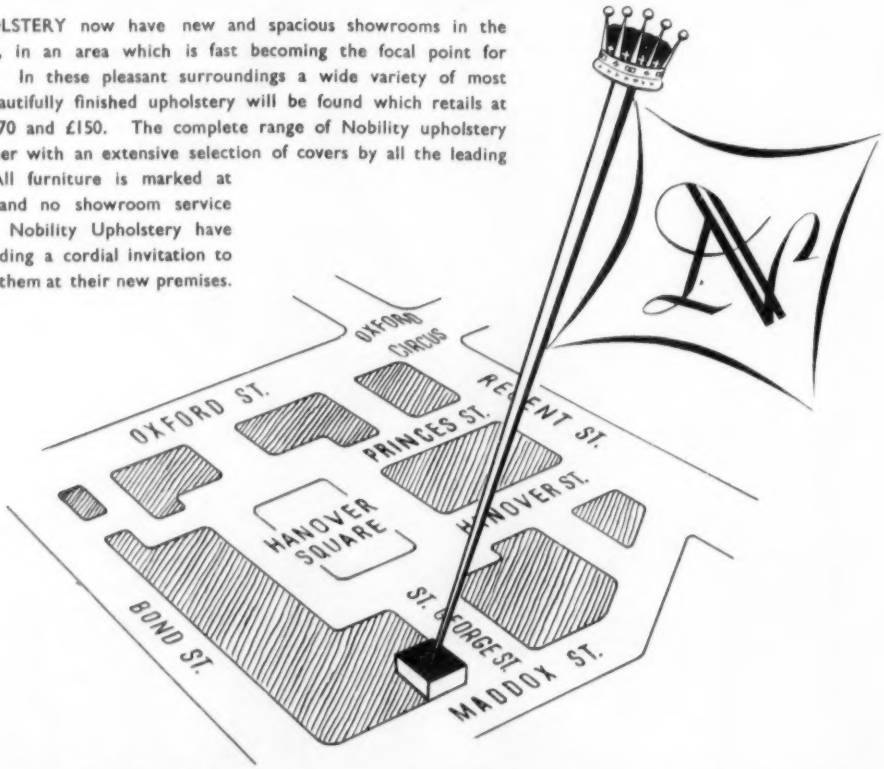

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Vol. XXXVII. No. 681 FEBRUARY 12, 1954

Furnishing World

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Annual Furniture Mart Opens On Monday

Steady Buying Is Expected

THE B.F.M. Furniture Exhibition at Earls Court, London, opens its doors to buyers at 1 p.m. next Monday. It will be formally declared open at 2.30 p.m., by Mr. Cuthbert Greig, C.B.E., President, who will be accompanied by B.F.M. officers, the President of the Confederation, Mr. S. Latin, and Mr. Frank Milton, the President of the Bedding Federation.

This promises to be one of the most important wholesale furniture exhibitions held since the war and a big influx of buyers is expected. The industry is now getting into its full stride after virtual de-control, and only the limitations imposed by the D-scheme hold its full freedom in check.

While there is still some difference of opinion about the importance and longevity of the New Elizabethan trend of design, there is no doubt that a substantial proportion of the exhibits will be in this mode. From our advance information, however, it will be clearly seen that traditional and reproduction furniture will be very prominent on many stands.

Our full, illustrated guide to the exhibition starts on the next page.

A MESSAGE TO YOU FROM CUTHBERT GREIG

Tell Us Your Reactions, says President To Trade, Public

THE annual Furniture Trade Exhibition held at Earls Court under the auspices of the British Furniture Manufacturers' Federated Associations is the occasion during the year when the manufacturer has a chance of meeting those of his retailer customers whose place of business is situated far from his factory.

Manufacturers are, therefore, anxious to make the most of this opportunity and, in welcoming their customers to the exhibition, they wish it to be known how much they are looking forward to meeting their friends on their stands and obtaining from them at first hand their reactions to the designs and innovations which are on display this year.

The B.F.M. Exhibition is, of course, a trade show, but it is very much hoped that an even greater number of visitors from the general public will come to Earls Court this year.

Manufacturers and retailers are most interested to learn whether the furniture displayed fully meets the public's requirements and if not, to be told where, or in what particular, requirements are not being met.

Members of the general public, therefore, can be sure of a warm welcome on the stands, particularly if they ask questions and express any views they may form during the visit.

We believe visitors to the exhibition will see this year still further improvements in design, finish, usefulness and variety in the articles on display.

In any event, one thing will be obvious, and that is that the oft-repeated determination of the industry to see that furniture shall be of sound construction is in practice being achieved.

Ministers And M.P.s Will Be There

AMONG those who will visit the Earls Court Exhibition will be:

Tuesday, February 16, 11.30 a.m.: Rt. Hon. Sir David Eccles, M.P., Minister of Works, and Mr. J. R. Bevins, Parliamentary Secretary.

Wednesday, February 17, 11 a.m. onwards: Members of Parliament—Messrs. John Rodgers, John Hall, F. Bishop, R. Bell, A. Albu, P. Holman, W. Robson-Brown, E. Thurtle, F. Messer, E. H. C. Leather, Mrs. Hill and D. Kaberry.

Thursday, February 18, 11 a.m. onwards: Members of Parliament—Sir Harold Webbe, Brig. T. H. Clark, Messrs. W. Coldrick, A. Greenwood, Miss Elaine Burton and Mr. Robert Carr.

Friday, February 19: Mr. Henry Strauss, Q.C., Parliamentary Secretary to the Board of Trade.

Monday, February 22, 1 p.m.: Sir David Waley, Messrs. J. C. Pritchard, Gordon Russell, Paul Reilly, A. Gardner-Medwin.

Tuesday, February 23, 1 p.m.: Trade Press editors.

Wednesday, February 24, 11.30 a.m.: Rt. Hon. Peter Thorneycroft, M.P., President, Board of Trade.

Two Buyers' Lounges

There are two buyers' lounges at Earls Court this year.

The furniture in these lounges has been lent by E. Atkins, Ltd., Green Bros. (Hailsham), Furniture Productions (Bradford), Ltd., Hatherley Works, Ltd., Geo. Hensher, Ltd., Lyons Furniture Works, Ltd., and Horatio Myer & Co., Ltd.

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A—Z Guide To The Show—With Pictures

THE TIMES OF OPENING AND CLOSING

Monday, February 15 . . . 1 p.m. to 6 p.m.—Trade only.
Tuesday, February 16 . . . 10 a.m. to 6 p.m.—Trade only.
Wednesday, February 17 . 10 a.m. to 6 p.m.—Trade only.
Thursday, February 18 . . 10 a.m. to 6 p.m.—Trade only.
Friday, February 19 . . . 10 a.m. to 6 p.m.—Trade only.
Saturday, February 20 . . 10 a.m. to 9 p.m.—Trade and Public.

From Monday, February 22, to Thursday, February 25, the exhibition will be open to the trade only from 10 a.m. to 2 p.m. and from 2 p.m. to 9 p.m. to both the trade and public.

BELOW is a complete list of the firms who have stands at the Exhibition. The stand numbers of each firm will be found at the end of the description of its exhibit and these stand numbers denote the floor on which the firm is showing. The stands on the ground floor are A to Q and those on the upper floor R to T.

A

Aaronson Bros., Ltd. Veneers... **21H.**

Max Abrahams, Ltd. Contemporary and traditional upholstery in "Vynicle" uncut moquette and hide...**2B.**

H. & A. G. Alexander & Co., Ltd. Range of contemporary chairs designed by Peter Melville, D.A., M.S.I.A., further range of semi-contemporary and traditional designs, nursery, occasional and invalid furniture, piano stools...**1A.**

Alstons (Colchester), Ltd. Three-seater lounge suite and two-seater lounge suite in uncut moquette and hide. A contemporary three-piece suite...**3V.**

Alstons (Long Melford), Ltd. Three walnut bedroom suites of traditional design and one walnut suite of contemporary design...**3V.**

W. Armes & Son, Ltd. Manilla (sisal) mattings, plain and fancy coco mats and mattings in variety of qualities and designs. Also wool bordered mats and the "Chilton" inlaid imperial...**17R.**

Armoride (Sales), Ltd. Leather-cloth and plastic sheeting...**17.**

Ashmole Brothers, Ltd. Three-piece suite and easy chairs...**5H.**

Associated Weavers, Ltd. "Weavercraft" tufted Axminster carpets, new transitional and contemporary designs...**14V** and **3W.**

Atkin, Ansell & Co. Ltd. Upholstery, firesides, three-piece suites...**15C** and **4M.**

E. Atkins, Ltd. Nursery furniture, garden furniture, occasional chairs, commodes, card tables, folding push cars and sun cars...**5R.**

B. Attewell & Sons, Ltd. Mirrors, traditional and modern, clocks, pictures, firescreens, console tables and small furnishing accessories... **20R.**

F. Austin (Leyton), Ltd. Bedroom furniture...**21B, 20C** and **6Q.**

A.V.P. Industries, Ltd....**19C, 10N** and **9P.**

B

Baker & Selman, Ltd. Three-piece upholstered suites and fireside upholstered chairs...**6C, 6K** and **7L.**

Bambergers, Ltd. Large range of samples of hardwoods, softwoods, plywoods and veneers suitable for furniture construction...**29V.**

I. Barget, Ltd. China cabinets, bookcases, secretaires, bureaux and occasional tables...**5S.**

A. Baveystock & Co., Ltd. Full range of children's cots, high and low nursery chairs (including run-abouts), playpens, youths' beds, folding card tables, camp beds and chairs. One-piece moulded tray offered on many models of nursery chairs without extra charge. Feature of child's high chairs which can be folded for transport or storage, also cot for use in smaller houses, one side becoming table for bathing or dressing child...**9A** and **1M.**

Baxter, Stavridi & Craies, Ltd. Contemporary and other new designs of 4 ft. bedroom suites in walnut and oak. Large range of interchangeable "York" oak bedroom furniture. Carved monks benches and hallrobes...**17B** and **5P.**

Beatall Furniture, Ltd. Examples from range of more than 40 interchangeable planned kitchen units to suit any size or shape of kitchen. Display kitchens illustrating adaptability of planned "Beatall" kitchen units...**5V.**

Beautility Furniture, Ltd. 12 dining room sets in oak, mahogany and walnut shown in individual settings...**19A, 2Q** and **26B.**

Beaver & Tapley, Ltd. Contemporary occasional furniture...**11B** and **5M.**

Benmax Bros., Ltd. New versions of "Bed-Max" settee-bed and chair-bed. Lounge suites in new designs. New materials including brocatelles...**9C.**

Bennett & Jennison, Ltd. Fire-screens, barbola mirrors, folding screen tables, workstands, news-racks, nests of tables, tea wagons, bedside cabinets, framed pictures... **2C** and **6J.**

A 4 ft. court cupboard dining set by Stanley Wood (Reproductions), Ltd.

The "Rockall" chair, by R. Hall & Son (Upholsterers), Ltd.

A new design in contemporary upholstery by Greaves & Thomas, Ltd.

Contemporary chair by Furniture Productions (Bradford), Ltd.

The "Salisbury" suite by Ashmele Bros., Ltd.

Swing-back chair. (E. Atkins, Ltd.).

The "Serenity-Popular" chair by George Hensher, Ltd.

J. Berry & Sons, Ltd. Walnut and mahogany dining and bedroom suites...**25H.**

Besway Manufacturing Co., Ltd. Cocktail trolleys, wagon bars, food wagons, table wagons, drop leaf wagons...**11H.**

Bevan Funnell, Ltd. Reproduction oak dining room and occasional furniture. Reproduction walnut items. The "Henley" contemporary dining set...**3A.**

Wiliam Birch, Ltd. Three contemporary dining sets showing 3 ft. 9 in. sideboards in light oak, two traditional dining sets, one reproduction dresser suite, various firesides and four three-piece upholstered suites...**4H, 21L** and **5G.**

Blue Gate Products, Ltd. Full range of kitchen cabinets, half cabinets, tables and wall cupboards ...**5F, 22K** and **6G.**

Bluestone & Elvin, Ltd. Bedroom suites in oak and walnut. Oak interchangeable bedroom furniture, oak gents' wardrobes...**6S.**

Bluston & Bramley, Ltd. Upholstered settees and easy chairs, firesides...**14C** and **8N.**

Bolton Upholstery, Ltd. Upholstery...**7T.**

Bottomore, Day & Co., Ltd. Oak bedroom furniture...**16A.**

H. Brenner & Sons, Ltd. Dining room furniture...**10U.**

Bridge of Weir Leather Co., Ltd. Upholstery hides in all shades and grains...**9D** and **8M.**

Bristow & Townsend, Ltd. "Bristow" all latex upholstered chairs. "Be-at-ees" fireside chairs, "Pyramid" sectional bookcases, bookshelves, occasional tables, lounge and hotel furniture...**25U.**

British Ropes, Ltd. "Brysal" floorcovering, mats and matting, cords, spring wire, piping goods, sisal, twines...**17E** and **15N.**

British Standards Institution. This exhibit will be devoted to the British Standards for furniture with the accompanying performance tests—**7J.**

Bruce Bros. (Bedding), Ltd. Spring interior mattresses, divans, "Couchette" chair divan and new model "Couchette Major," with full size bed...**3D** and **14L.**

Charles Bryant & Sons, Ltd. Bedsteads, T.V. and bedside cabinets, the "Tukaway" bedside table which fits out of sight at back of bedstead head; available on most Bryant bedsteads or as a separate unit...**11V.**

A. F. Buckingham, Ltd. A completely new range of beds and divans in the modern manner...**12B.**

Buoyant Upholstery Co., Ltd. Upholstered easy chairs and settees, ships furniture, spring interior and upholstered wire mattresses and divan beds...**8B** and **4L.**

Byfleet Furniture, Ltd. "Fleetrobe" 3 ft. popular model, 3 ft. 6 in. standard model, 4 ft. double carcase model, tallboys and dressing chests, wardrobes, pedestal cupboards, television, occasional and coffee tables. Extensive range of trolleys and table trolleys...**6B** and **3L.**

C

Castle Bros. (Furniture), Ltd. Dining room suites, fireside chairs, unit and occasional pieces...**3G** and **24K.**

Chair Centre, Ltd. Chairs for all occasions especially bentwood chairs with ply seats and upholstered seats, windsor chairs, dining chairs and stools...**18R.**

J. Cinnamon, Ltd. "Cintique" lounge chairs and "Firmback" chairs. New range has hard wearing coverings and hand finished, framed-on joints, including wing chairs and settees...**7R.**

City Furnishings (Liverpool), Ltd. Ruche (trimming) for the upholsterer in uncut moquette, non-crush velvet, cut moquette, tapestry. Also soft fillings for piping...**16V.**

C. K. Manufacturing Co., Ltd. 12K.

B. Cohen & Sons, Ltd. Contemporary bedroom and dining room suites, reproduction walnut bedroom suites. Also high quality bedroom suites and executive grade walnut office furniture...**7E** and **8F.**

Cohen & Enser, Ltd. Upholstery, three-piece suites, firesides and bedsettees...**16Y.**

Collins Furniture. Fireside chairs ("Dunlopillo" interiors), dining room chairs, bedroom stools, cafe furniture...**14A.**

Collins & Hayes, Ltd. Upholstered settees, easy chairs and occasional chairs...**6E** and **21M.**

Compactom, Ltd. Full range of "Compactom" clothing cabinets in oak, walnut and mahogany. Also patented "Compactable" service trolleys and other furniture...**10D.**

Connolly Bros. (Curriers), Ltd. Upholstery leathers in all colours and finishes including "Celstra" and "Vaumol." New range specially for contemporary. Embossed leather panelling and leather covered doors, new designs and qualities of "Dulon" P.V.C....**5W.**

Conways Upholstery, Ltd. Upholstered suites in latest range of uncut moquettes, incorporating three designs contemporary...**12W.**

Cope & Timmins (London) 1911, Ltd. Curtain rails, cubicle rails and furnishing brass foundry, springs and spring assemblies for upholstery and bedding...**12E** and **16N.**

Coronet Spring Works, Ltd. Springing for upholstery and bedding trades including new patent dining chair seat springing, tension springs, cotton brading and plastic covering, "Steelux" bed-settee action and "Stay-T-Nite" bed-chair action...**2N.**

Cowley Upholstery Co. Three-piece suites, wing easy chairs and fireside chairs upholstered in hides, moquettes and tapestries...**12V** and **1W.**

The "Tukaway" bedside table by Charles Bryant & Sons, Ltd. It fits out of sight at the back of the bedhead and comes into position by two easy movements.

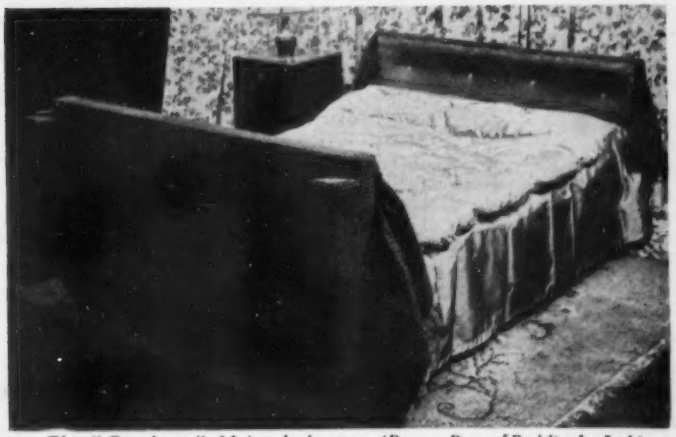
More New Designs in Upholstery

The "Cranston" wing fireside chair by Wm. Lawrence & Co., Ltd.

Chair with upholstered seat and back by Chair Centre, Ltd.

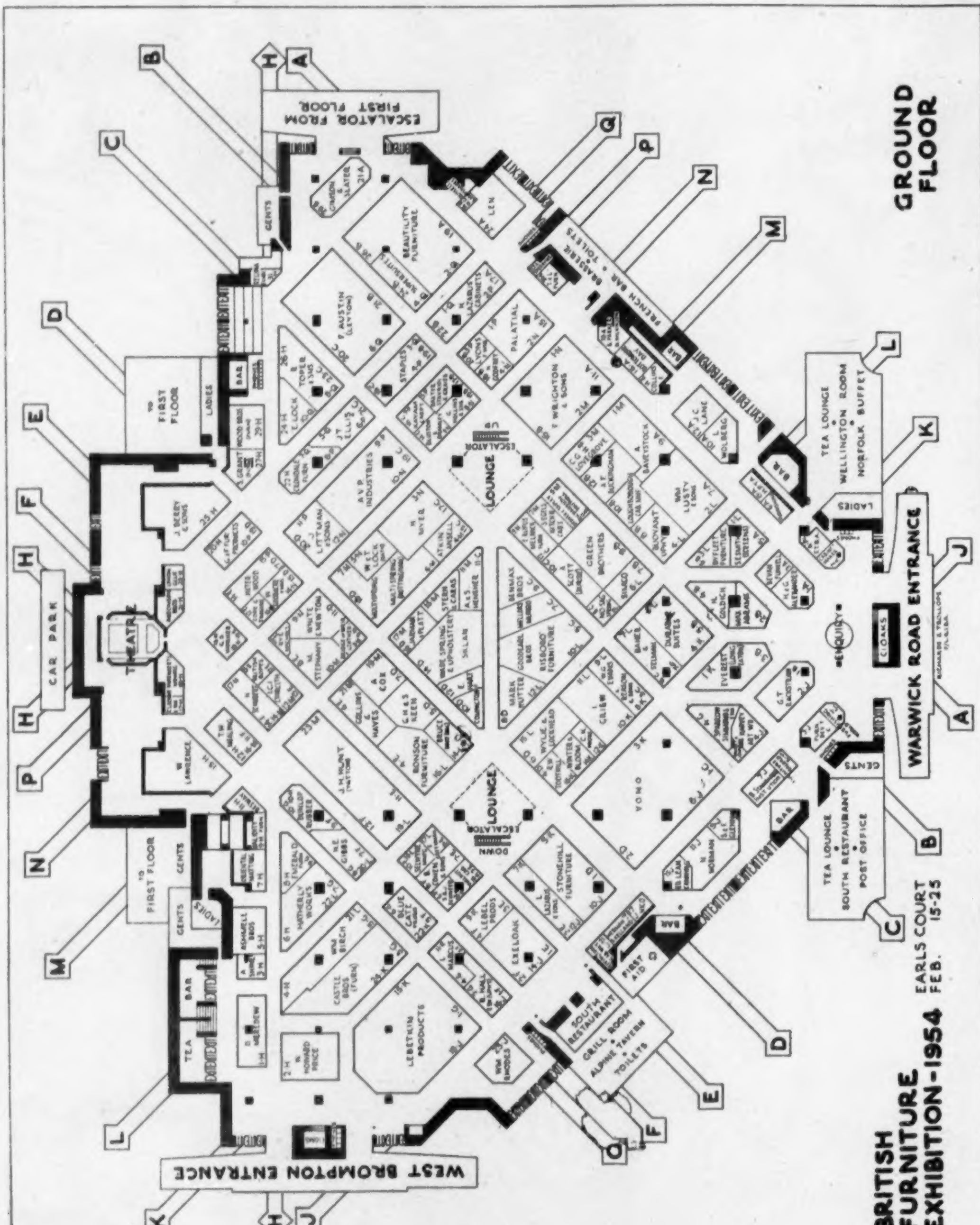
The "Ritz" three-piece suite by Conways Upholstery, Ltd.

The "Restup" chair with extending footstool. (S. Morris & Sons [Leeds], Ltd.).

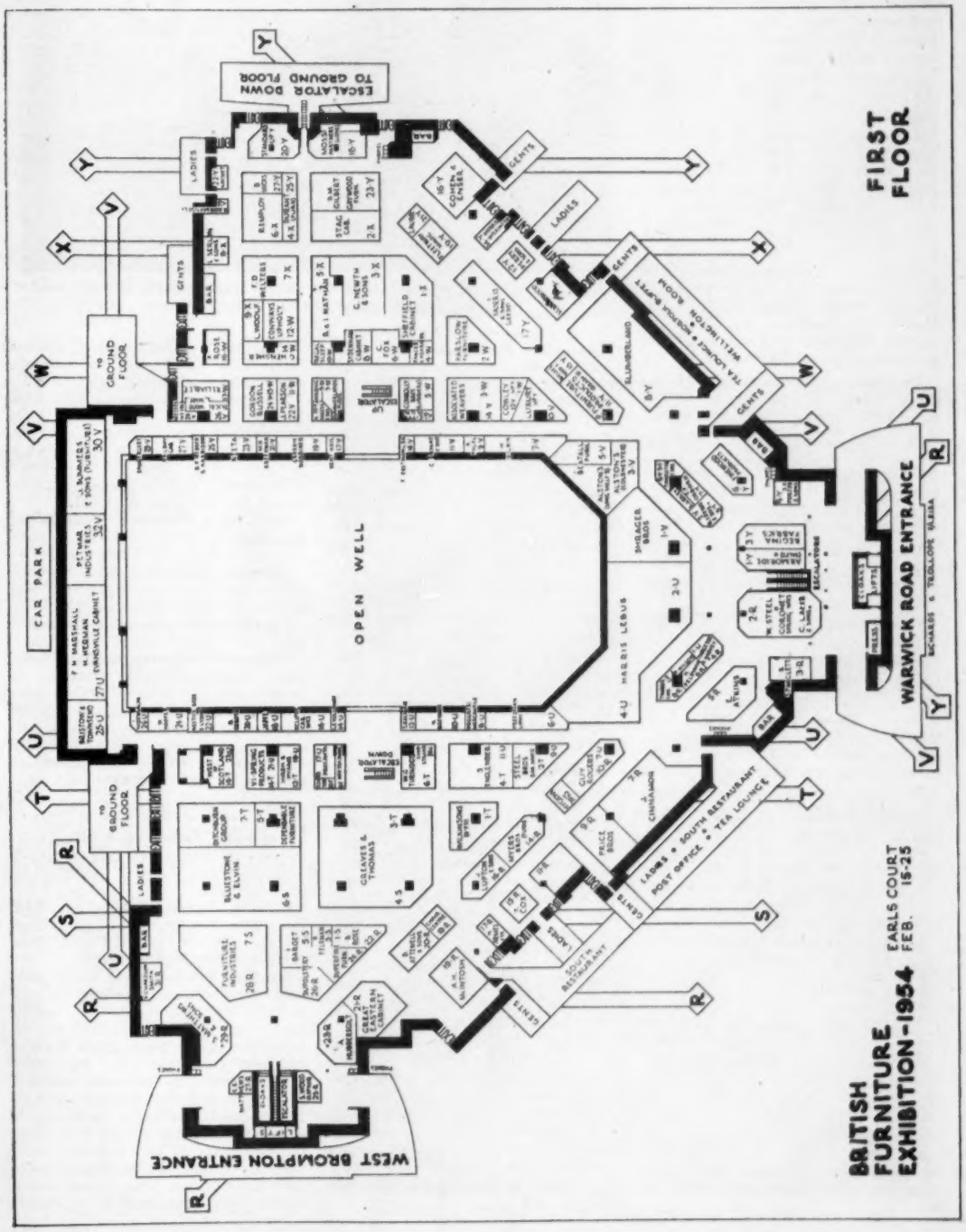


The "Couchette" Major bed-settee. (Bruce Bros. [Bedding], Ltd.)

Easy-To-Find Plans of the Earls Court Exhibition



How To Trace Firms at Next Week's Big Show



Alfred Cox. Bedroom and dining room furniture in contemporary and period styles...**7D** and **19M.**

Thomas Cox, Ltd. "Capital" lounge chairs, dining room furniture, coffee tables...**15R.**

Crondale Furniture Co., Ltd. "Prestige" kitchen cabinets...**22H, 7Q** and **8P.**

Crosbie, Marriner & Co., Ltd. Upholstery, fireside chairs, occasional tables and cabinets, wood beds, hall robes, bedroom suites, hearth furniture...**19V.**

D

Dancer & Hearne Bros., Ltd. Traditional and contemporary dining chairs, range of Windsor chairs with cushions and chairs for church, canteen and stacking and general contract chairs...**4W.**

Danckaerts Woodworking Machinery, Ltd. Tenoners, planes, moulders, rip-saws, sanders...**19H.**

D. M. Davies of Slough, Ltd. Contemporary and traditional dining sets in oak and walnut. Comprehensive range of "Fitrobes" and bedroom furniture in oak and walnut...**19C, 10N** and **9P.**

Dependable Furniture, Ltd. Bedroom suites in walnut and oak, bedsettee suites and three-piece suites ...**5T.**

Ditchburns, Ltd. Dining sets...**7T.**

T. S. Donne & Sons, Ltd. Mattress and upholstery twines, flax twine tufting loops, webs and bindings, "Somerset" stools...**17H.**

Ducal Wood Ware (1943), Ltd. Whitewood furniture, kidney-shaped dressing tables in whitewood, fully furnished nursery bedroom furniture ...**26V.**

Dunlop Rubber Co., Ltd. "Dunlopillo" cushions, "Family Four," "Famous Four" and "Deep Six" mattresses...**9F, 10G** and **10H.**

Durable Suites, Ltd. Bedroom furniture in birds-eye maple, walnut and oak...**5B, 4K** and **5L.**

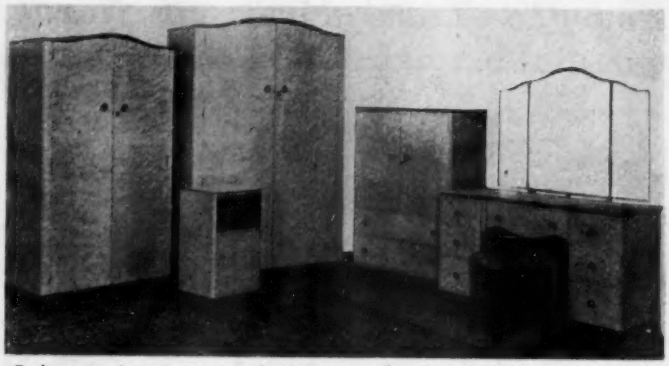
Durant (Furniture), Ltd. General furniture...**4X** and **25Y.**

E

Thomas Eastham & Son, Ltd. The "Eastham" kitchen cabinet...**15V.**

Eclipse Cabinet Works Co., Ltd. Bureaux, bookcases, secretaires, dining sets, gate-leg tables, TV tables, occasional furniture, hall-robes, bookshelves...**16U.**

J. T. Ellis & Co., Ltd. Bedsteads, tables, kitchen cabinets, sideboards, occasional furniture...**21C, 6P** and **5Q.**



Bedroom suite veneered in bird's-eye maple, also available in burr walnut and figured walnut, by G. & F. Furniture.

Emerald Furniture Co., Ltd. Upholstered three-piece suites and bed-settee suites...**9G** and **8H.**

S. Englender, Ltd. Some of the future designs in upholstery for the furniture industry and introducing for the first time some contemporary designs...**4T** and **11U.**

W. G. Evans & Sons, Ltd. "Vanson" dining sets, lounge and occasional furniture...**3C, 8K** and **9L.**

Evansville Cabinet Co., Ltd. Kitchen cabinets...**27U.**

Everest (Long Eaton) Ltd. Upholstered settees and chairs, sideboards, tables and diners, occasional furniture...**3B** and **1K.**

Exeloak, Ltd. Dining room furniture the "Kinloch" suite in solid multi-plytimber, walnut veneered... **14J, 2F** and **1E.**

F

B. Feldman & Co. Walnut and oak dining room sets, 4 ft. and 4 ft. 6 in....**3S.**

H. Feldman & Co., Ltd. Bureaux, bookcase, secretaires...**6R.**

Finewood of Slough. New dining and bedroom suites together with an extension to "Fineage" unit range. Special exclusive contemporary pieces and dining set. "Jamaican" pieces in sycamore with grey relief decoration. "54" series in natural Australian walnut or natural oak...**6Y.**

W. Finkelstein & Sons (Kingsland), Ltd. Bookcases, bureaux and occasional tables...**9Y** and **6V.**

Fleetway Manufacturing Co., Ltd. Kitchen cabinets, dresserettes and tables, wringer and stand units, table and cabinet wringers, carpet sweepers, domestic white-woodware, ironing tables, steps...**19Y.**

A. Fogel & Sons, Ltd. Kitchen cabinets...**9V.**

Charles Fox, Ltd. Spring interior mattresses, divans, feather pillows, cot mattresses, spring bases...**6W.**

Freedman Upholstering Co., Ltd. Medium priced upholstery in leathercloth and uncut moquette. The "Lee" suite in uncut moquette is entirely new. "Fidelity" mattresses, 2 ft. 6 in. divan set introduced for the first time...**6U.**

Furnishing Traders' Benevolent Association. Propaganda in connection with the F.T.B.A....**4A.**

Furniture Industries, Ltd. "Ercol" productions in contemporary and traditional style...**28R** and **7S.**

Furniture Development Council... **3J.**

Furniture Productions (Bradford), Ltd. Latest "Furpro" designs of chairs, settees, fireside chairs, television chair incorporating use of latex foam rubber, chairs so designed that they are at home in any home whether contemporary or traditional...**11Y** and **8V.**

G

Gaywood Furniture, Ltd. Traditional and restrained contemporary dining room suites (oak and walnut)...**23Y.**

G. & F. Furniture Products, Ltd. Bedroom, dining room, occasional display cabinet, cocktail and wine cabinet...**19D, 20H** and **10P.**

Herbert E. Gibbs, Ltd. Occasional furniture, bedroom furniture in oak and walnut, dining sets, trolley tables and radio or television tables. Additions have been made to the bedroom range in oak. Also new range of bedroom furniture in blonde Australian walnut. Among the new designs in dining room furniture, is a walnut and agba sideboard, with sliding doors...**7F, 8G** and **20L.**

D. M. Gilbert & Co., Ltd. Figured walnut bedroom and dining room suites, fully shaped...**23Y.**

Gimson & Slater, Ltd. Representative selection of contemporary and traditional designs from range of bedroom and upholstered furniture and a contemporary dining suite...**21A** and **28B.**

S. & F. Glenn, Ltd. China cabinets, bookcases, bureaux, secretaires, coffee and gate-leg tables and dining room set...**9J.**

H. Godfrey, Ltd. Medium class walnut bedroom suites, bedsteads, bedside cabinets, dressing stools. Also contemporary bedroom suites ...**18B and 4N.**

Golderstat. Photography and modern process printing for the furniture industry...**10T.**

H. Goldich & Sons. Oak and walnut bedroom suites, walnut cocktail dining suites...**4B.**

William Goodacre & Sons, Ltd. All types of floorcoverings from spool Axminster to coco matting. new pattern of "Orissa" spool Axminster with grey background and floral design, "Kent" chenille Axminster in Persian type design in modern colourings, "Bedford" reversible in two new stair patterns ...**15D** and **14N.**

Goodearl Bros., Ltd. The "Whiteleaf" breakfast room suite, top of cabinet and table faced with "Warerite," frames of selected hardwood finished in clear lacquer, sideboard, table, small chair, folding chair and stool...**5C** and **10L.**

S. Grant (Furniture), Ltd. New range of modern and contemporary dining room furniture in walnut, including cocktail sideboards fitted with automatic strip lighting. Specially featured is bird's-eye maple dining set...**27H.**

Great Eastern Cabinet Co., Ltd. Oak and walnut bedroom suites... **21R.**

Greaves & Thomas, Ltd. "Put-U-Up" bed settee suites, Davenport suites, "Bedinet" cabinet beds, "Fitback," "Rockalock" and "Relaxon" chairs, dining room furniture; new "Kingbed" settee-bed. ...**4S** and **3T.**

Green Brothers. "Geebro" cord floorcovering, folding wooden garden furniture, folding draught screens, card tables, kitchen tables with "Formica" tops, occasional and nursery furniture...**9B.**

M. H. Greenman, Ltd. Hardware, woodware for the furnishing trade and upholsterers, comprising machine and embossed carving, veneered, embossed and plain mouldings, handles, locks, hinges, etc., and soft furnishings...**21V.**

S. Greenman, Ltd. Cabinet handles of all types and periods, veneered, embossed and plain mouldings, em-

An attractive modern dining-room set by Herbert E. Gibbs, Ltd.

The "Pakaway" dining set contained in one unit. Packed for despatch in special fibre board container. (Moss Partners [London], Ltd.).

A delightful dining-breakfast room suite by Goodearl Bros., Ltd.

bossed ornaments. All fittings used in the construction of furniture, locks, hinges, screws, stays, bolts... **9E** and **17L**.

I. Griew & Co., Ltd. Oak and walnut bedroom suites and bedsteads in contemporary and traditional designs...**10K** and **11L**.

H

R. Hall & Son (Upholsterers), Ltd. Range of contemporary and traditional upholstery with special exhibit of "Rockall" series of laminated firesides...**1F, 2G** and **16J**.

E. Hart. Upholstery, chairs, bed-settees...**12D**.

Harvey-Artwood, Ltd. Top grade, hand finished, bedroom and dining room furniture of original design... **4J**.

Hatherley Works, Ltd. Folding and garden furniture, domestic woodware, folding card, bridge and catering table, steamer, lounge and deck chairs, canteen equipment and catering furniture, three-piece suites, firesides and easy chairs... **7G, 6H** and **22L**.

A. & S. Hensher, Ltd. Comprehensive range of latex and sprung fireside chairs, new range of "Grenadier" firesides...**11C** and **11M**.

George Hensher, Ltd. Special feature of the new "Serenity-Popular" chair...**14W**.

Herman & Kelland, Ltd. Bedroom furniture of exclusive design, with beds, chests of drawers, dressing table stools in Australian walnut, figured walnut, bird's-eye maple and bubinga...**19J**.

H. Herrmann, Ltd. Inexpensive, semi-contemporary bedroom suites, also traditional bedroom furniture including 3 ft. and 4 ft. oak and walnut suites, and 3 ft. oak and walnut fitted wardrobes...**27U**.

Bernard Hicks, Ltd. Spring interior mattresses...**27Y**.

Hire Purchase Trade Association. A hire purchase enquiry office—a full range of H.P. documents and literature...**8A**.

Hirsh & Hyams, Ltd. 3 ft. bedroom suites, beds, kidney tables and pedestal cupboards...**12T** and **19U**.

G. Hollins & Sons, Ltd. Kitchen cabinets, bases, cupboards, enamel top tables, Formica top tables. Included will be the "Superak" kitchen cabinets and the new "Supersafe"...**15B** and **6N**.

G. E. Holloway & Son (Engineers), Ltd. Upholstery and carpet shampoo units and carpet beaters... **14U**.

W. Hooper & Co., Ltd. Reproduction dining room and occasional furniture, kidney and draped dressing tables, easy and fireside chairs ...**24U**.

A. Hubbersgilt, Ltd. Walnut and oak cocktail dining room sets, walnut, mahogany and oak display "Hubbinets," occasional furniture ...**23R**.

J. H. Hunt & Co. (Yatton), Ltd. Unit furniture, three-piece suites, occasional furniture, wing chairs and firesides...**11E, 12F, 18L** and **23M**.

Hygena Cabinets (Liverpool), Ltd. Kitchen cabinets, sink units and "Hygena" fitted kitchen, the "Carlton" cabinet, 1954, "Dorchester" cabinet, 1954, and vegetable unit... **12R**.

I

Imperial Chemical Industries, Ltd. (Leathercloth Division). "Vynide" and "Rexine" in completely new and original designs for contemporary furniture...**15E** and **12M**.

Interwood, Ltd. Veneer and plywood plant, special woodworking machinery...**17D, 14E** and **15P**.

J

J. B. Upholstery Co., Ltd. Upholstery, hide suites...**7T**.

M. Jaffe, Ltd. Oak and walnut bedroom suites, oak and walnut divan sets, interchangeable furniture, oak contemporary suite, 3 ft. double door robe, 2 ft. 6 in. three-drawer dressing chest and 2 ft. 6 in. four drawer chest...**18U**.

Jarman & Platt, Ltd. Dining sets ...**16D** and **17M**.

K

S. Kalman, Ltd. Occasional furniture, mirrors...**12U**.

Kayam Carpets, Ltd. Hand made Indian carpets including higher and medium grades embossed, super millspun and handspun Indian carpets as well as British Axminster and Wilton carpets...**16C** and **7P**.

The Kaymet Co. "Kaymet" anodised tea trolleys, dinner wagons, cocktail wagons, occasional tables, available in full colour range toning with furnishings. Also ranges of "Kaymet" anodised tea trays, coffee trays, sandwich trays, bed trays...**22Y**.

G. H. & S. Keen, Ltd. Contemporary and reproduction oak dining sets, occasional tables, bureaux and bookcases, Sheraton mahogany dining set with 4 ft. 6 in. sideboard and leaf table, upholstered wing, fireside and rocking chairs, kitchen stools and chairs...**5D**.

Kent Nail Works, Ltd. Upholstery nails...**17V**.

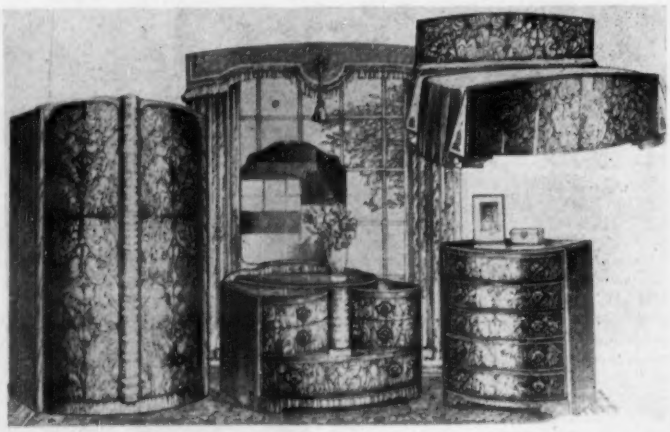
Kostick Bros. Complete range of occasional and television tables, lamp standards, trolleys, the multi-bookbar and "Seweezi" bookbar, "Spasaver unit furniture"...**22U**.

L

Lady Bridge Cabinet Works, Ltd. Reproduction and modern bedroom suites and bedsteads...**7T**.

C. Lamb & Sons, Ltd. Improved and expanded range of traditional and contemporary dining furniture, dining sets with fitted cutlery sets and cocktail centres incorporating new russet matt finish...**2R**.

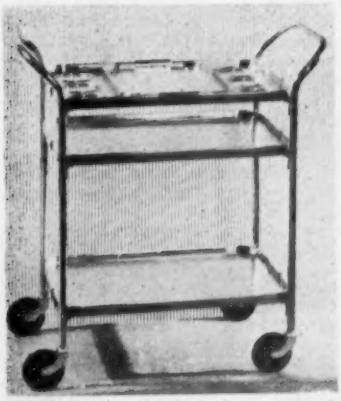
J. C. Lane (Furniture Manufacturers), Ltd. Complete dining-room furniture, fireside chairs and suites, contemporary furniture, bookcases, and so on...**12A**.



The "Bexley" walnut veneered suite to be shown by Bluestone & Elvin, Ltd.

The "Selby" rocker by A. & S. Hensher, Ltd.

The "Venetian" china cabinet by S. Spanglett (Sales), Ltd.



Three-tier cocktail buffet, 6 bottle holes, loose serving tray. (Kaymet).

Dining set in New Elizabethan style by D. M. Davies of Slough.

The "Durham" 6-drawer dining set by Stonehill Furniture, Ltd.

One of the traditional dining sets shown by C. Lamb & Sons, Ltd.

The "Kinloch" dining set by Exeloak, Ltd.

Laurie & Co. Clocks, pottery, glassware, cutlery, brassware...**21Y.**

William Lawrence & Co., Ltd. Bedroom furniture, 3-piece sets, fireside chairs...**15H.**

Hyman Lazarus Cabinets, Ltd. Walnut and oak bedroom suites... **17A, 22B, 2P** and **1Q.**

L. Lazarus & Sons, Ltd. Bedroom suites, bedsteads, pedestal cupboards, stools, fitted robes and occasional tables...**2E, 12J** and **7K.**

Edward Lean, Canning (F. & S.) Co., Ltd. Down quilts, re-cover quilts, bedspreads, bedcovers and cushions...**15J.**

Lebel Prducts, Ltd. Bed-settees and bed-chairs...**3E, 4F** and **9K.**

Lebetkin Products, Ltd. Oak and walnut bedroom furniture, "Trimline" contemporary furniture, "Tudor Rose" oak, walnut and maple bedroom suites, upholstery, bedding and divans...**1G, 18J** and **15K.**

Harris Lebus, Ltd. Bedroom furniture veneered in oak and walnut, interchangeable ranges of bedroom furniture, veneered oak and walnut dining-room furniture, bureaux, bookcases, hall and occasional furniture. Lebus kitchen cabinet and three other kitchen pieces, upholstery, new line of contemporary furniture...**2U** and **4U.**

Leeds Cabinet Co., Ltd. Walnut bedroom and dining-room furniture ...**7T.**

Len, Ltd. Fireside chairs, cottage show-wood suites, bed-chair, and occasional furniture. Fireside chairs include both traditional and contemporary designs ranging from inexpensive to high quality....**24A.**

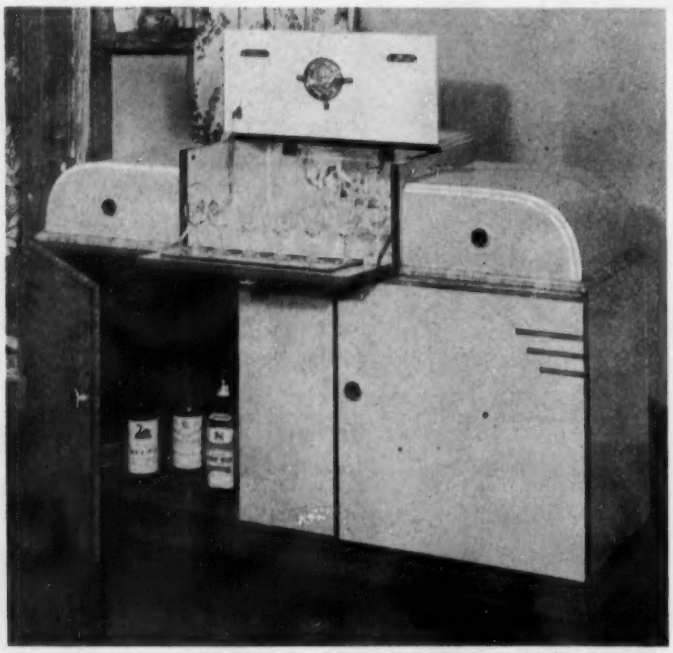
B. Levine & Sons, Ltd. Oak, walnut and mahogany dining sets, sideboards, draw-leaf and lounge tables ...**2V** and **5Y.**

John Littman & Sons, Ltd. Traditional and contemporary upholstery...**20D, 12N** and **11P.**

E. Lock. Reproduction oak bedroom suites, reproduction oak dining sets, modern dining sets in oak and walnut...**24H** and **10Q.**

W. & T. Lock (Bath), Ltd. Bedroom suites in traditional and contemporary styles: 5 ft. suite in real burr walnut, 4 ft. suite in weathered sycamore, 4 ft. suite in bird's-eye maple, 4 ft. suite in walnut; also range of "Unilock" unit furniture in walnut for bedrooms and dining-rooms, also lounge and occasional pieces...**5N.**

Loughborough Cabinet Mfg. Co. Original designs in bedroom furniture in modern style...**10B.**



This 4 ft. 6 in. cocktail sideboard is part of a suite in bird's-eye maple veneer by S. Grant (Furniture), Ltd.

C. G. Lovegrove (Utility), Ltd. Hide upholstery and various types of fireside chairs...**14B** and **3M.**

James Lupton & Sons, Ltd. Dining-room furniture, modern dining sets and bureaux in oak and walnut, modified contemporary dining sets in walnut...**16R.**

W. Lusty & Sons, Ltd. "Lloyd Loom" in contemporary style, chairs and tables with shaped metal legs, "Maidsaver" kitchen cabinets, whitewood furniture, including gentleman's dressing table with plate-glass top and runners, and bedroom suite with rounded ends, plastic top tables, cupboards and robes; "Cellus" occasional furniture, "Lustycraft" bamboo type of furniture introduced for first time... **7A** and **2L.**

Luxury Upholstery, Ltd. Contemporary chairs and settees—**10V.**

Lyons Furniture Works, Ltd. "Restable" Waldorf suite, embodying the concealed table in the arms of settee and chairs...**20B** and **3P.**

Sidney Lyons & Co., Ltd. Cocktail cabinets and cocktail bookcases in figured walnut, oak or mahogany ...**22U.**

M

A. H. McIntosh & Co., Ltd. Special features: 4 ft. wardrobe in natural or rubbed antique walnut shade, also veneered in mahogany and finished rubbed antique colour; 4 ft. wardrobe in natural Australian walnut, 3 ft. gentleman's fitted robe to match; dressing table in natural Australian walnut with three drawers and two cupboards; table in natural mahogany, walnut or oak... **19R.**

L. Marcus, Ltd. Reproduction oak bedroom, dining-room and occasional furniture...**3F, 4G** and **11K.**

F. H. Marshall & Co., Ltd. Special feature of two new sideboards and a bureau fitted with concealed cocktail cabinet which comes into view by Hydromatic lift; 4 ft. 6 in. oak and walnut dining sets; range of bureaux...**27U.**

H. Massil & Sons (Woodturners), Ltd. Samples of period furniture legs up to and including the present day...**20V.**

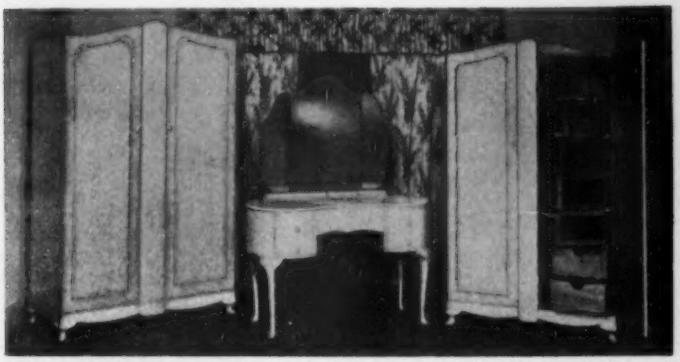
C. E. Matthews & Co., Ltd. Furnishing fabrics for manufacturing upholsterers and soft furnishings departments of house furnishers and furnishing drapers, and the upholstery sundries connected with both trades...**27B.**

S. Matthews & Sons, Ltd. Reproduction antique furniture, dining-room and occasional...**29R.**

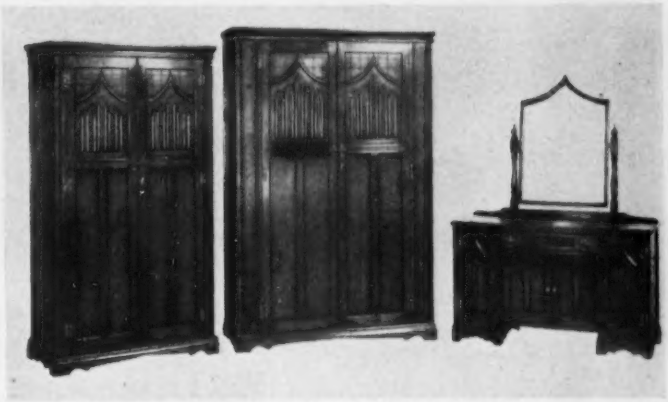
T. W. Mealing & Son, Ltd. Reproduction and traditional dining sets, firesides and occasional furniture... **12H, 11F** and **16M.**

Furnishing The Bedroom

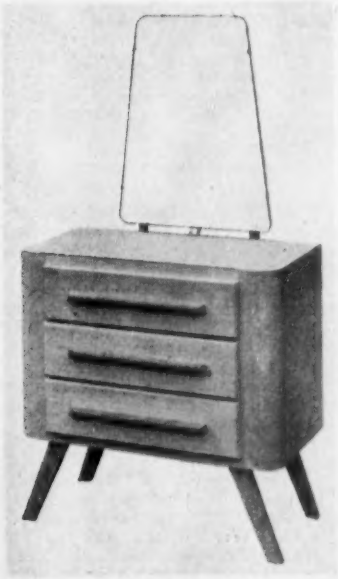
A cleverly fitted and well-designed dressing-table from a suite by F. Wrighton & Sons, Ltd. It is the "Conway."



The "Charlotte" reproduction suite with 4 ft. ladies' wardrobe and 3 ft. 6 in. men's fitted wardrobe. (Walnut Cabinet Works).



An "Old Charm" bedroom suite by Wood Bros. (Furnishers), Ltd.



Dressing-table No. 2015 from a suite by W. Lusty & Sons, Ltd.

Continental bedstead, from the "Viscount" suite, with pedestals and stool by L. Lazarus & Sons, Ltd.

In The Bedding Department

Multi-Foam "Sextet" divan with quilted top shown by Multi-Spring, Ltd.

The Relyon "Bath" divan set which will be shown at the exhibition by Price Bros. & Co., Ltd.

Mellors Munro & Co., Ltd. Complete new range of moquettes and tapestries in both traditional and contemporary styles. Also several novelty fabrics...**7C.**

E. Melnick Rufus Furniture Co., Ltd. Occasional and bedroom furniture, dining sets in modern and reproduction designs...**12C** and **9M.**

D. Meredew, Ltd. Unit furniture for all purposes...**1H.**

Miles Platting Chair Manufacturing Co., Ltd. Rexine and leathercloth suites...**7T.**

S. Morris & Sons (Leeds), Ltd. Special feature of new luxury footrest and fireside chair combined, footrest hidden when not in use; firm's full range of firesides are being constructed to take the footrest if desired...**17Y.**

Morris, Wilkinson & Co. (Nottingham), Ltd. "Sirrom" range of chairs, ottomans, stools, tables, linen baskets in loom and crossweave woven fibre. Also cots, cradles...**14Y.**

Moss Partners (London), Ltd. Walnut and oak dining-room sets, contemporary and traditional styles ...**18Y.**

Horatio Myer & Co., Ltd. Bedsteads, divans, bedsprings, spring interior mattresses, bunk beds and occasional furniture...**17C** and **3N.**

Myers Bros. (Furniture), Ltd. Three-piece upholstered suites in British uncut moquettes, and contemporary chairs and settees in latest contemporary cloths...**14R.**

Multi-Spring, Ltd., and Multi-Spring (Nottingham), Ltd. Mattresses, divans, settees, easy chairs, new "Sextet" and "Quartet" mattresses have latex foam centres and quilted tops, new range of tickings and upholstery covers...**6M, 18D** and **7N.**

N

B. & I. Nathan, Ltd. Dining-room furniture, comprising sideboards, tables, chairs, bureaux, bookcases... **5X.**

Neeta, Ltd. New contemporary designs of kitchen and dinette tables and chairs in tubular steel with "Formica" plastic tops, folding chair, kitchen cabinets—**23V.**

New Era Shade Co. Lampshades of every description for all purposes, including contemporary styles; table lamps and floor standards in pottery, wood and metal...**8T.**

Charles Newth & Sons, Ltd. "Divanette" bed-settee suites, fireside chairs, "Rest-A-Float" chairs, "Rest-U-Wel" divans...**3X.**

Nico Manufacturing Co., Ltd. Comprehensive range of fittings for use in furniture and allied trades, locks, castors, stays, catches, hinges,

bolts, glides, escutcheons, and mirror fittings. Of special interest is the locating catch and matching bolt...**17J.**

I. Nissenbaum & Sons, Ltd. Secretaires, cocktail cabinets, china cabinets, bookcases...**26U.**

N. Norman, Ltd. Bedroom suites, reproduction, modern and contemporary styles...**11J.**

No-Sag Spring Co. (Great Britain), Ltd. "No Sag" sinuous upholstery springs. Various items of upholstered furniture and divans incorporating and demonstrating the use of springing...**8C** and **8L.**

Robert Normansell, Ltd. "Norseman" reproduction brassware, including hearth furniture and souvenirs of local interest to holiday resorts...**29Y.**

Mark Nutter, Ltd. Curtain, loose cover, quilt, and soft furnishing fabrics, made from linen, cotton, rayon, and admixtures. In plain dyed, printed and jacquard woven damasks and brocades...**8D** and **12L.**

O

The Oriental Matting Co., Ltd. Coir and sisal mattings, hair cord carpeting...**7H.**

Chas. F. Osborn. Modern and reproduction dining-room and occasional furniture: dining-room suites, bureaux, tea-trollies, monks benches, coffee tables, hall and television tables and rug boxes in various sizes. Contemporary kitchen table with chairs to match...**7Y.**

P

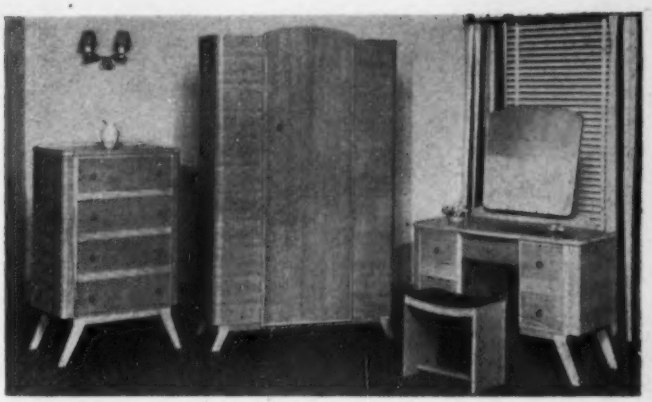
Palatial, Ltd. "Golden Key" bedroom suites and dining-room furniture in walnut, burrs and oak, in "Contour" conventional style and "Unitform" contemporary style Interchangeable units in walnut and oak. "Masterobe" fitted wardrobes in oak, walnut and mahogany...**15A, 2N** and **1P.**

Pargeter & Harvey, Ltd. Spring interior mattresses, divans, bolsters and pillows, headboards, divan set in one of David Whitehead's latest ticks...**4R** and **1U.**

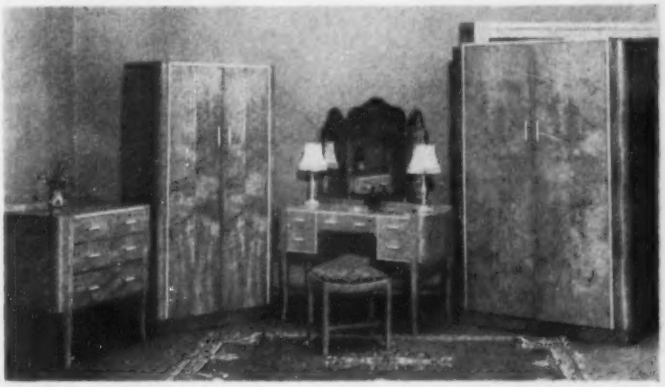
Bernard Parker & Co., Ltd. Full range of "Kompact" kitchen cabinets and "Patable" kitchen tables...**18A.**

Parslow Furniture, Ltd. Fireside chairs, rocking chairs, small three-piece suites, super-easy chairs...**2W.**

J. Pearson & Co., Ltd. Convex, triple, barbola, period and contemporary mirrors to hang or stand. Picture and mirror frames in oval, circle or rectangle shape. Dual purpose occasional furniture, such as coffee-table firescreens, trolley-screens. Fire-screens, nests of tables, wall brackets and wall placques. Trays...**22V** and **11W.**

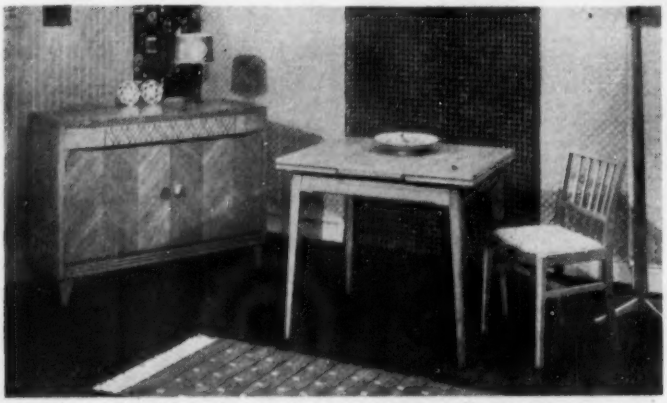


The "Star" suite available in light, golden, medium or limed finish by Woodland Furniture (London), Ltd. It has neat, pre-formed, rounded corners.



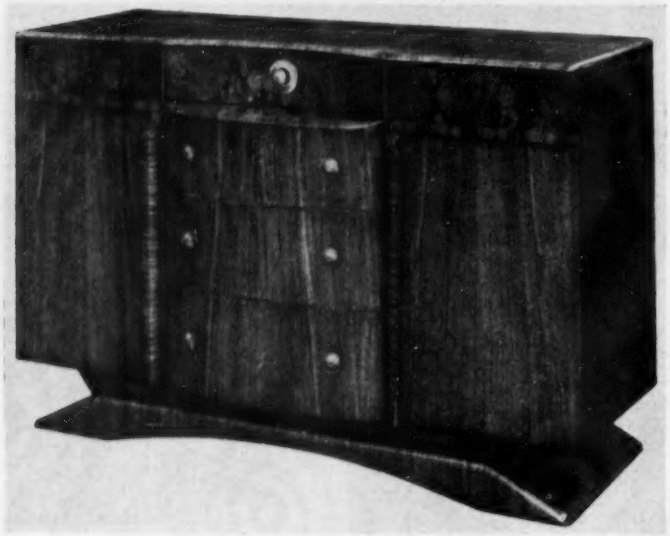
The "Walton" suite by W. & T. Lock (Bath), Ltd. It is finely veneered in sycamore.

This is the "Kent" suite from the new range of bedroom furniture which will be shown at the exhibition by Ronson Furniture, Ltd.



The new "Harrow" suite in oak veneer by Harris Lebus, Ltd.

One of the new dining set designs by Jarman & Platt, Ltd.



New sideboard design with wooden-covered decorative door pulls by Remploy, Ltd.

Perry & Sons (Overmantel), Ltd. Mirrors, framed and frameless, including convex, chevals, toilet and bathroom mirrors. Furniture: Occasional and wireless tables, shelves, screens...**12Y.**

Petmar Industries, Ltd. Showing exclusively new rubber-backed carpeting, "Raymar," which is claimed to be of revolutionary construction, embodying high wear properties in brilliant range of colours, including pastel shades...**32V.**

Philday Cabinet Co., Ltd. Reproduction and contemporary dining-room furniture, hall furniture and occasional furniture...**27V.**

S. E. Porter & Sons, Ltd. Cellulose lacquers, synthetic lacquers, stains...**4Y.**

W. Howard Price, Ltd. The "Sleepezee' inner spring mattress and divans, nursery bedding and pillows...**2H.**

Price Brothers & Co., Ltd. Full 1954 range of "Relyon" mattresses, divans, and a new ottoman divan—the "Grosvenor"...**9R.**

Procanta Manufacturing Co., Ltd. Dining-room furniture of contemporary design incorporating a number of novel features. Also new design of studio couches. For the first time, a range of fireside chairs completely upholstered with Latex foam and "Pirelli" resilient webbing. Also, a patented fireside chair with adjustable back...**17U.**

Progress Mercantile Co., Ltd. "Pirelli" patented resilient webbing, now made in this country. Various types of application of this webbing in the upholstery industry will be shown on the stand ...**8U.**

R

G. T. Rackstraw, Ltd. High-class reproduction furniture...**1B** and **2J.**

A. Reason & Sons, Ltd. A selection of "Ardale" chairs and settees of contemporary design...**3C, 8K** and **9L.**

Regalsleep, Ltd. Divan sets, the "Cottage" has spring interior mattress covered in damask and frilled bedspread is in chintz washable plastic; spring interior mattresses; studio couches, "Regalway," fitted with two loose back bordered cushions with specially hinged bolster. Also "Regalfoam Plus" dual purpose mattress...**10W.**

Regina Fabrics, Ltd. Complete range of contemporary and traditional designs in uncut moquette tapestries, damasks, brocatelle, for upholstery, curtains, and all furnishing...**3Y.**

Regina Furniture, Ltd. Small reproduction bedroom suites, Welsh dresser dining set, Welsh dressers,

bookcases, bureaux, gate-leg table, linen chests, dressing table, pedestal cupboards, bedsteads...**31H.**

Reliable Furniture Co., Ltd. China cabinets, bureaux, coffee tables... **17W.**

Remploy, Ltd. Dining-room and bedroom suites, kitchen and occasional furniture, and bedding. Two new models in dining-room suites, both available in oak or walnut; suites are offered with optional choice of table, with either panel ends or four legs, also a gate-leg table which could also be used with either type of suite; dining-room chairs have fully upholstered backs as well as seats, covered in washable "Florestin"; new range of kitchen cabinets...**6X.**

William Rhodes, Ltd. "Somnus" spring interior mattresses, divans and pillows, "Rhodosteel" wire mattresses and bedsteads, "Jiffy" patented tufts...**23J.**

Richardson, Smith & Co., Ltd. Comprehensive range of furnishing fabrics for coverings, curtains, loose covers...**31R.**

Richardsons-Southall, Ltd. Fitted wardrobes...**11B** and **5M.**

E. J. Riley, Ltd. "Formica" topped kitchen tables, upholstered stools, "Traybel" sets, tea trolleys, folding leg, occasional tables and furniture....**4V.**

Risborough Furniture, Ltd. Fireside, easy, occasional and folding chairs, hammock chairs and settees, café, hotel and kitchen furniture... **5C** and **10L.**

The Rivington Cabinet Works. New range of cocktail and china cabinets...**21J.**

Guy Rogers, Ltd. Upholstered furniture, fireside chairs, "Cottage" suites. Traditional and New Elizabethan "Relaxwell"...**7U** and **10R.**

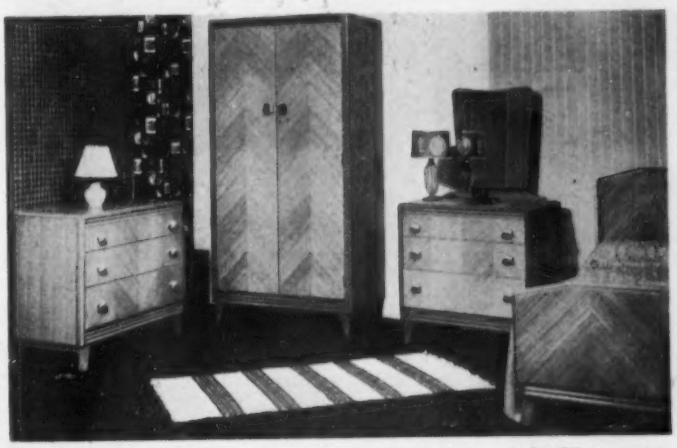
Ronson Furniture, Ltd. Three new traditional and two new contemporary bedroom suites and two each traditional and contemporary dining sets. "Kent" bedroom suite is fully figured in Italian or French burr walnut, fully lined mahogany interiors, ladies' and gentlemen's robes; 4 ft. dressing table with three bow-fronted drawers and side cupboards...**4E** and **16L.**

B. Rose & Co., Ltd. Axminster carpets, rugs, stair carpet, body carpet, Wilton carpet, mohair rugs and slip mats, linoleums, felt base floorcovering...**22R** and **1S.**

Philip Rose, Ltd. Walnut bedroom suites featuring five new designs...**16W.**

Gordon Russell, Ltd. Dining room and bedroom furniture including one new dining room to retail at £185...**24V** and **15W.**

The "Curzon" suite with "shot" walnut exterior, which will be shown at the exhibition on the stand of Hirsh & Hyams, Ltd.

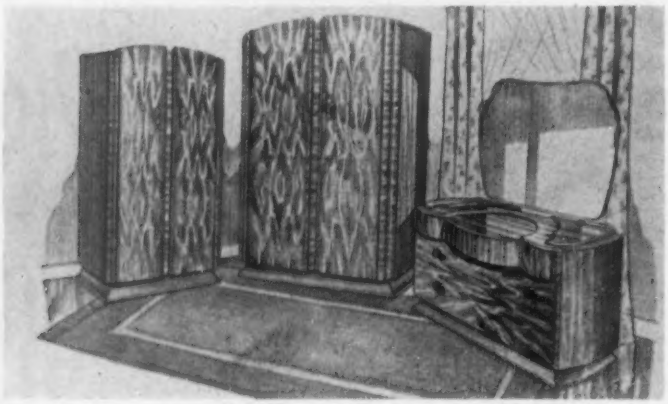


This is the "Swanage" bedroom suite by Harris Lebus, Ltd. The exterior is oak veneered, polished natural colour, wax finish.

Bevan Funnell, Ltd., famous for reproduction furniture, have launched out into the New Elizabethan style. Here is one of the dining sets they will be showing at Earls Court.

The "Classic" dining set by A. Shine, showing at the exhibition.

The "Conway" suite in oak, walnut and bird's-eye maple veneers. (F. Wrighton & Sons, Ltd.).



And here is the "Purley" suite by Baxter, Stavridi & Craies.

W. G. Russell Lampshades, Ltd. Parchment, plastic and crinothene lampshades, plain and hand-painted. Floor and table standards...**26A.**

Rye Machinery Sales, Ltd. Chair cramping machine (pneumatic), drum sanding machine...**10E** and **11N.**

S

S. & J. Schneer, Ltd. Walnut and bird's-eye maple bedroom suites complete with bedsteads and pedestal cupboards...**6F** and **20K.**

H. Schubert, Ltd. Woodworking, veneer and plywood machinery... **14F, 14M** and **17N.**

A. Scott (Duride), Ltd. Complete new range of three-piece suites, bed-settees and fireside chairs, both in "Duride" and in moquette. Contemporary and traditional designs, and contemporary "Duride" suites in new colours...**10C.**

Segal's (Kitchen Cabinets), Ltd. "Spasave" kitchen cabinets which incorporate several novel features. Also an inexpensive sink unit...**7M.**

Selwyne Manufacturing Co., Ltd. Full range of kitchen cabinets...**10F** and **19L.**

Sensinwood, Ltd. Dining room sets...**10Y.**

L. Serlin & Sons, Ltd. China cabinets, walnut and oak secretaires and occasional furniture...**8X.**

B. Serota, Ltd. Hand-carved dining sets, occasional furniture...**20U.**

Sheer Rest Bedding, Ltd. Divan sets and spring-interior mattresses, cheap divan and S.I. mattresses, also new mattress, secret until exhibition...**19C, 10N** and **9P.**

Shefco Cabinets, Ltd. Kitchen cabinets in assorted designs and finishes...**1X.**

Sheffield Cabinet Co., Ltd. Oak and walnut bedroom furniture, fitted robe...**1X.**

A. Shine. Period (reproduction), contemporary and traditional dining room suites, bookcases and occasional dining room furniture. William and Mary server, same height as dining table but with drop flap at back with reversed slope end thereby extending table by 25½ in. ...**3H.**

Shrager Bros., Ltd. Walnut bedroom suites...**1V.**

Simco, Ltd. "Beautyrest," "Deepsleep," "Ace" and "Guildhall" mattresses and divans, upholstered bases, studio couches, unupholstered bed springs, cot mattresses, pillows ...**7B** and **6L.**

Sklan (Heirloom Furniture), Ltd. New range of dining and bedroom furniture in walnut, mahogany and fancy woods, Queen Anne and contemporary designs...**14D.**

Slumberland, Ltd. Range of "Slumberland" seal mattresses, divans, coil springs, flock mattresses, pillows and bolsters...**8Y.**

S. E. Smith (Screens), Ltd. Screens, needlework cabinets, coffee tables, nest of tables, bureaux, wine cabinets, record trolleys and occasional furniture...**5A** and **1L.**

Solent Furniture Products, Ltd. Whitewood bedroom and kitchen furniture...**11R.**

S. Spanglett, Ltd. Cabinets, tables, etc....**3R.**

Sparrow Simmons & Sons, Ltd. Complete fitted kitchen including new models of counter base units, wall cupboards, broom and storage units. Also three new designs of kitchen cabinets including one with a full-size 3 ft. 6 in. x 2 ft. 6 in. built-in extending table. Range of low-priced kitchen tables, chairs and stools...**4C.**

Sperryn's, Ltd. Technical and commercial photographers...**22A.**

The Stag Cabinet Co., Ltd. Complete range of oak bedroom furniture specially designed for the exhibition. All pieces are mahogany lined and all chests have easy running drawers...**2X.**

Standard Upholstery Co., Ltd. Upholstery...**20Y.**

Staples & Co., Ltd. Bedsteads, divans and mattresses including new designs in beds and divans, also new "Featherweight" mattress. Tea trolleys and occasional tables... **19B, 18C, 4P** and **3Q.**

W. Steel & Co., Ltd. Bed springs, metal divans, folding beds, tubular bedsteads, bunks, stacking chairs and tables; new "Steelux Centrefold" canvas folding bed, "Savoy" divan with contemporary headboard and wooden feet...**2R.**

Steel Bros. (Cabinet Manufacturers), Ltd. "Butilux" reproduction and contemporary bedroom furniture...**2T and 9U.**

M. Stephany, Ltd. Range of "Regal" three-piece suites, bedsettees and leathercloth suites and a special display of "Silcrush" hide suites...**8E** and **10M.**

Stern & Caras, Ltd. Bedsteads, kitchen, occasional and gate-leg tables...**15M.**

Stonehill Furniture, Ltd. Oak and walnut dining room sets...**1D, 10J** and **5K.**

J. Summers & Sons, Furniture, Ltd. Oak and walnut dining sets, combined and drop-leaf tables with double gate, new contemporary suite...**30V.**

"Summerlands" Furniture Productions. Bedsteads, dining tables, occasional furniture, hotel bar and café furniture...**7W.**

New bedroom suite by Finewood of Slough in natural Australian walnut or natural oak veneers.

A 3 ft. 6 in. walnut veneer bedroom suite by M. Jaffe.

The "Avon" suite by Luxury Upholstery, Ltd. in New Elizabethan style.

Sundstrand Sanders, Ltd. Range of sanding machines...**15U.**

Superfine Furniture, Ltd. Entirely new range of interchangeable oak bedroom furniture, exhibited as four suites and two walnut bedroom suites...**24R.**

Supersuites, Ltd. Range of 4 ft. and 4 ft. 3 in. walnut bedroom suites with fully fitted gent's robes and shaped dressing tables and bedsteads...**24B** and **4Q.**

Supolstery, Ltd. New designs of three-piece suites in various covers, fireside chairs,..**26R.**

Sydenham Cabinet Co., Ltd. Fully upholstered occasional easies, fireside chairs...**8W.**

T

Timber Construction (Plymouth), Ltd. Kitchen cabinets, kitchen tables, etc. Model 444 is large cabinet with rounded ends, working surface slides forward and has appearance of drawer when not in use, no leg support needed...**8R** and **5U.**

T. & L. Furniture, Ltd. Competitive firesides in foam rubber and traditional springing...**20A.**

R. W. Toothill, Ltd. "Toothill" chairs with removable covers including new models and tubular steel furniture...**4D** and **16K.**

Ralph Toper & Sons, Ltd. Upholstery in all ranges, three-piece suites and bed-settee suites of modern age design...**23C, 26H** and **8Q.**

W. G. Turnidge, Ltd. Occasional furniture including china and cocktail cabinets, cocktail bars and secretaires...**6T.**

U

Union Glue & Gelatine Co., Ltd. Full range of "Coronet" surface-coated abrasives in the form of endless belts, sheets, rolls and discs. Adhesives including cake, pellet, ground and jelly animal glues, casein and synthetic resins...**23H.**

V

Validity Furniture, Ltd. Traditional hand-carved dining room furniture, secretaires and so on. Walnut display cabinets and new oak contemporary dining room furniture...**9H.**

Vi-Spring Products, Ltd. Full range of "Vi-Spring" and "Vito" mattresses together with "Vibase" and "Vitoflex" supporting bases and divans. Full range of new coverings...**14T** and **21U.**

Vono, Ltd. New 1954 range of divan sets, bedding, dual purpose upholstery, introduction of contemporary models...**1C, 2D, 8J** and **3K.**

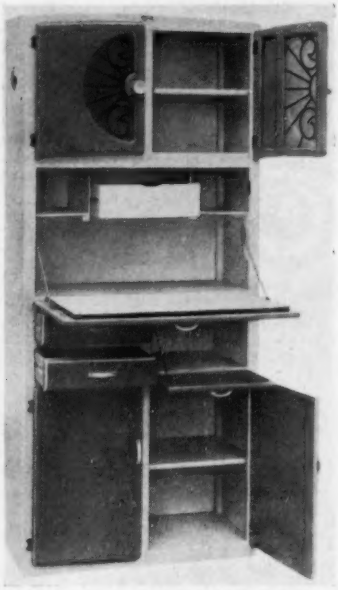
"Supersafe" kitchen cabinet. (G. Hollins & Sons).

Fully fitted cabinet by Beatall Furniture.

W

Wade Spring & Upholstery Co., Ltd. Range of designs showing contemporary, traditional and occasional upholstery in all the latest colours and designs of moquettes, tapestries, brocatelles...**14D.**

Walnut Cabinet Works, Ltd. Modern and reproduction bedroom furniture in a range of exotic woods including maple burr, bird's-eye maple, bleached and natural figured walnut...**5E** and **18K.**



"Prestige" cabinet by Crondale Furniture, Ltd.

"Stirling" kitchen unit in open position. (Sparrow, Simmons).

A. Waring, Ltd. Contemporary walnut bedroom suite with 4 ft. single door wardrobe, 2 ft. 9 in. gentlemen's robe, sunk-centre dressing table, traditional double-door walnut bedroom suite, modern single-door walnut bedroom suite; "Aldure" fitted robe...**9W.**

D. F. Webber & Harrison, Ltd. The "Croydon" range of hand carved waxed finished reproduction dining room, bedroom and occasional pieces...**25V.**

For The Bedroom

LEFT: The 3 ft. 9 in. dressing-table from the new "Elmcroft" range of contemporary bedroom furniture by B. Cohen & Sons, Ltd. BELOW: The "Dinkum" divan with head end in figured walnut or oak, and spring interior mattress. (Horatio Myer). BOTTOM: "Beautyrest" mattress and cane edge divan with padded headboard. (Simco).

Welsel Modern Furniture, Ltd. Walnut bedroom suites, bedsteads and pedestals. A range of oak contemporary bedroom furniture... **15Y.**

Welsh Furniture Industries, Ltd. Dining sets, kitchen cabinets...**19C, 10N** and **9P.**

F. D. Welters, Ltd. Reproduction and contemporary...**7X.**

Wessex Weavers. Carpets and rugs (hand tufted), contemporary designs...**28V.**

West of Scotland Furniture Mfg. Co., Ltd. Walnut and mahogany bedroom and dining room furniture ...**16T and 23U.**

White & Newton, Ltd. Bedroom and dining room furniture...**11D** and **9N.**

Henry Wilkin, Ltd. Walnut bedroom furniture...**7V.**

Neville Wilkinson, Ltd. Plastic-top tables, whitewood occasional furniture...**18A.**

Wilkinson's (Bfd), Ltd. Bedroom suites in oak and walnut veneer with bow doors. Dining sets in oak and walnut—traditional and contemporary. Occasional furniture, new designs in upholstery and fireside chairs both in traditional and contemporary styles. Spring-interior mattresses, bases, divans...**1T.**

F. Wilson & Co. (Arts), Ltd. Framed pictures, mirrors and fire-screen tables...**3U.**

Winter & Bloom, Ltd. Hide and moquette suites...**14K.**

L. Wolberg, Ltd. Oak dining room and hall furniture, bureaux, bookcases and secretaires, 4ft. 6 in. canopy top that can be fitted to any 4 ft. 6 in. sideboard, modern dining set with sideboard table, chairs, bookcase and bureau...**10A.**

Stanley Wood (Reproductions), Ltd. Dining room, hall and occasional furniture in reproduction oak ...**25R.**

Wood Bros. (Furniture), Ltd. Reproduction bedroom, dining and occasional furniture...**29H.**

Woodland Furniture (London), Ltd. The "People's Series" of modern bedroom furniture in oak and walnut, fashioned in contemporary and traditional styles...**19C, 10N** and **9P.**

Lewis Woolf & Sons, Ltd. Hide three-piece suites in all colours...**9X.**

G. S. Worker, Ltd. Bedroom furniture, beds, fitted robes...**19E, 16H** and **18N.**

F. Wrighton & Sons, Ltd. Bedroom furniture in oak, walnut and bird's-eye maple—traditional, reproduction and contemporary designs; bookcases...**11A, 16B, 2M** and **1N.**

Wylie & Lochhead, Ltd. Ship's cabin, lounge fitment, church furniture, cocktail bar..**6D** and **15L.**

The new "Steelux Centrefold" canvas folding bed by W. Steel & Co., Ltd.

Ri-fold trolley with central supports eliminating corner legs which hamper loading lower deck. (E. J. Riley, Ltd.)

Demonstration Theatre at Earls Court

FOR the first time at the British Furniture Exhibition at Earls Court a theatre is to be provided.

This will be used to demonstrate to the trade and public the performance tests and four film strips, made by the Furniture Development Council, illustrating how furniture is manufactured and how various rooms can be furnished.

These demonstrations will be seen in the first week by the trade and in the second week by the public, including some hundreds of pupils of schools and colleges.

The times that demonstrations will be given are:

First Week

Tuesday, 11 to 12, performance tests. Enquiries answered afterwards.

Wednesday, Thursday and Friday, 11 to 12 and 4 to 5, performance tests. Enquiries answered afterwards.

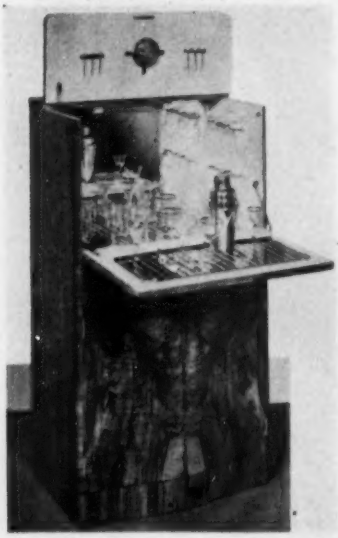
Saturday, 11, for schools, 3, 5 and 7, film strips; 4 and 6 performance tests.

Second Week

Monday and Tuesday, 3, 5 and 7, film strips; 4 and 6, performance tests.

Wednesday and Thursday, 5 and 7, film strips; 4 and 6 performance tests.

The "Neatfold" chair of tubular steel with preformed resin-bonded plywood seat and back. (Neeta, Ltd.)



"Mayfair" cocktail cabinet by I. Nissenbaum & Sons.

"Balmoral" chair by Wm. Birch, Ltd.

Exhibition News and Advice

How To Deal With Public Enquiries

EXHIBITORS are reminded about dealing with enquiries from the public.

The following suggestions are made by B.F.M. Exhibitions, Ltd.

Have on the stand a list of your customers arranged alphabetically by the towns in which they are situated.

If a member of the public is interested in an article on your stand and wants to know how to buy it, then:—

(a) Tell him it must be bought through a retailer.

(b) Ask him the name of the furniture shop at which he usually buys or from which he would like to buy and, if this is one of your customers, tell him he can buy the article through that retailer.

(c) If the retailer he nominates is not a customer or he does not nominate one, then give him the name and address of your customer nearest to him.

(d) Take his name and address if he is willing to give it and pass it on with particulars of the enquiry to the retailer concerned.

If a member of the public wishes to place a firm order on your stand, then you are at liberty to take the order provided you pass it through a retailer.

Exhibitors are also reminded that they must disclose wholesale prices only to bona fide trade buyers.

No retail staffs are permitted to man stands; only manufacturers' employees are allowed.

If a stand is bought outright by a certain firm no sign may be put up to that effect.

Development Council at Earls Court

WITH the completion of the work for the industry on performance tests the F.D.C. will for the first time show on their stand a few examples of their research work.

Work is being done on the strength of dowel joints; preliminary tests have been carried out to find the effect of moisture content on strength and preliminary results indicate that the traditional range of moisture content of the timber for such joints may have less importance when certain types of glues are used than had previously been thought. It has therefore been decided to make a full-scale investigation to ascertain the facts.

Other research work being shown has as its object the finding of ways of reducing the quantity of material used. This work includes a study of the strength of wooden frames used in furniture construction. It is hoped that this will show where economies can be most effectively made.

The "Steelux Centrefold" bed, open, by W. Steel & Co., Ltd.

TO HELP YOU

at Earls Court there will be a staff on "Furnishing World" stand, anxious to answer all your enquiries—and particularly to direct you to any exhibits you are seeking. The telephone number of the stand is:

FULham 7238

and it will be found on the Ground Floor, No. LJ., immediately on the left as you enter Earls Court from Warwick Road.

Furnishings Wanted For Canada Fair Display

AFTER the great success of the "Modern U.K." display at the Canadian National Exhibition in Toronto last year, the Board of Trade has again asked the Council of Industrial Design to collaborate with them in organising a second selective display of well-designed consumer goods for this year's exhibition (August 27-September 11, 1954).

Exhibits will be chosen from furniture, furnishing textiles, floor-coverings, china and glass.

Selection will be made from products already in Design Review.

To ensure that good current designs are not overlooked, manufacturers are urged to submit, *not later than February 27*, illustrations or flat samples of their recent work (unless already accepted for Design Review).

Manufacturers will be required to lend selected articles free of charge, and to pay the cost of shipping, etc., each way (unless the goods are retained overseas at the end of the exhibition). There will be no charge for captioning, cataloguing or for display. A full information service will be provided on the stand to deal with enquiries concerning manufacturers' exhibits.

Enquiries and submissions should be addressed to Major-General J. M. Benoy, C.B.E., Acting Chief Industrial Officer, The Council of Industrial Design, Tilbury House, Petty France, London, S.W.1.

FLAG DAY

NEXT Wednesday, the 17th, will be a Flag Day for the Furnishing Trades' Benevolent Association. It is being organised by the Lady Wardens through Mrs. S. H. Fisk, Mrs. A. Godfrey and Mrs. R. Shrager. Please give generously!

Viewpoint

THE Northern Furniture Exhibition in Manchester is off to a good start. The big trade show at Earls Court opens on Monday. And this year the final results of these two exhibitions will be watched with more than usual interest.

There has certainly been a buying boom during the last few months, particularly at the less expensive end of the trade. But many manufacturers are wondering whether the boom will continue and be reflected in sales at Manchester and Earls Court, or whether some of the momentum may have spent itself.

★★ Another factor that will be closely watched is the trend in consumer demand. We have heard some people say that the New Elizabethan style is losing way. Others maintain that it is increasing in popularity. And the Earls Court show particularly should provide a very useful means of consumer research.

The President of the B.F.M., in his message published in this issue, has asked both the trade and the public to give their reactions to the furniture on show.

We would strongly endorse the request, for this is a wonderful opportunity to gauge just what the public really wants.

With some three hundred manufacturers exhibiting under one roof there should be ample scope for individual choice, and if an accurate analysis can be made of sales at the end of the exhibition we shall learn something of the comparative demand for traditional and New Elizabethan.

★★ Our columns are open to any constructive criticisms from buyers who go to either of the two shows. We believe that such criticisms would be welcomed by all manufacturers as a helpful guide to future production.

Readers' Viewpoint

"Sharp Practice" By Furnishing Firms

The Editor,
"Furnishing World."

SIR,—Now that the Merchandise Marks Act is in force cannot some means be devised to stop the "Sale" racket which is so rampant in certain sections of the furniture trade?

One gets Jubilee Sales, Stocktaking Sales, Sliding Prices Sales, Cut in Cost of Living Sales, Smash and Grab Sales, Spring, Summer, Autumn, and Winter Sales and so on, just to mention a few of the designations given to these spurious events.

The same section is also fast bringing back disrepute to the trade by not passing on manufacturers' reductions to the public.

On strolling round some of these establishments which specialise in Hire Purchase (and showcards!), I notice the mark up is 50 per cent, 60 per cent and in some cases more, plus 25 per cent service charge on the whole of the order placed, ignoring the deposit (unless the customer queries this).

Granted the goods are supplied on "No Deposit" (well anyway a first month's payment, more if you can get it, Mr. Salesman). Therefore the trend is prices up, terms down where the proprietors are concerned in conducting their businesses as unlicensed money-lending establishments and not in giving value for money.

At one "Stocktaking Sale" (the shop had only been open two months), I was offered a walnut colour bedroom suite for 29½ gns. Remarkable value, but could I buy it without the bedstead complete—not on your life! And the price asked for this was three times more than it cost. Very smart, but as old as the hills.

The gentlemen representing the firms to whom the contents of this letter apply, know full well what it's all about, and if strict control is once more clamped on the furniture trade, the onus will be on them alone.

I shall be pleased to hear your readers' views on the above, also any other examples of "sharp shooting" they may come across, which we may, with the Editor's permission, expose in these columns.

Yours, etc.,
N. GARNER.
25 Upper George Street,
Huddersfield.

"Wycombe University": Mr. W. J. Kape Replies

The Editor,
"Furnishing World."

SIR,—As a former student and a personal friend of the Head of the furniture school at High Wycombe I wish the new college of further education every success. At the same time I was rather taken aback by the claim that High Wycombe would become the "University town for the furniture industry."

I do not know who is responsible for blowing this particular trumpet; he has succeeded in playing at least two wrong notes. In the first place a university is a centre of learning, not for one subject, but for many. There can be no such thing as a Furniture University, which is a contradiction of terms. Secondly, if such distinctions are to be bestowed, what about the claims of other colleges, including, if I may now take up a trumpet, the Shoreditch College?

Furniture was made in Shoreditch at least 50 years before Wycombe thought of it, and the College is the oldest trade school in London— one of the oldest in Britain. Students attend not only from all over this island, but from all over the world, and I recall some from the U.S.A., Poland, India, South Africa, Persia, Malaya, New Zealand, West Indies and Nigeria during the past two years. There are more students released from industry to attend day classes than in all the other furniture colleges put together and, lastly, ours is the only college which provides both day and evening classes in *all* the main branches of furniture manufacture—cabinet making, chairmaking, upholstery, soft furnishing, wood finishing and wood machining.

Yours, etc.,
W. J. KAPE,
Principal,
L.C.C. Technical College
For Furnishing Trades.

A new first floor department for furnishing fabrics and curtain net has been introduced at the branch of Littlewoods Mail Order Stores, Ltd., Hammersmith Broadway, W.6.

personally speaking...

NEWS OF PEOPLE YOU KNOW

FROM February 22 **H. Hodge** will be buying down quilts, bedspreads and household linens for the Civil Service Supply Association, Ltd., Strand, London, W.C.2. He was formerly with Catesby's, Ltd.

☆ ☆

NEW assistant general manager of William Whiteley, Ltd., is **J. J. Jefferies** who was formerly advertising manager.

☆ ☆

NEWLY appointed general manager of V. H. Bennett, Ltd., Weymouth, is **W. Norman Holmes,** who was formerly a director and sales manager at William Whiteley, Ltd.

☆ ☆

ANOTHER new general manager is **H. J. Hart,** who has taken over that position at Fear Hill of Trowbridge.

☆ ☆

FORMERLY Town Clerk of Dudley and Wolverhampton, **Brock Allen** has been appointed a director of James Beattie, Ltd., Wolverhampton. Mr. Brock Allen has spent almost the whole of his career in local government. He was Town Clerk of Wolverhampton from 1929 till last December. He was awarded the O.B.E. in the 1951 New Year's Honours List.

☆ ☆

NEW soft furnishing buyer of Bell & Nicholson Ltd.'s Cardiff branch is **F. Hurley.** I was wrong when I said recently that Mr. Hurley was the firm's buyer at Birmingham.

☆ ☆

BECAUSE of indifferent health, **James C. Hunter** has retired from his partnership in Hunter, Fowler & Company, the hardwood importers of Burlington House, Waterloo, Liverpool, 22. The firm will continue to operate under the same title with **W. E. Lewis** as sole partner.

A Smile with Betts

"Well, I still say it would be quicker to change here, on the Bakerloo line —and go to Paddington—along here for the . . .!"

Called To The Bar

HIS many friends all over the country will join with me in congratulating **A. Godfrey,** secretary of the L.F.M., who was called to the Bar at Lincoln's Inn on Tuesday. On the same day **P. V. Radford,** son of **V. N. Radford,** managing director of the Stag Cabinet Co., Ltd., was also called at Gray's Inn.

☆ ☆

I hear that **Alexander Mennie,** manager of the cabinet factory of Wylie and Lochhead, Ltd., Glasgow, has been elected to the Grand Committee of the Grand Lodge of Scotland. Mr. Mennie is a former Right Worshipful Master of the Royal Scot Lodge in Edinburgh.

☆ ☆

A PRESENTATION of a television set was recently made to **Ernest E. Beare,** general manager of Lewis & Hyland's, of Harbour Street, Ramsgate, and branches, by **J. S. Hyland,** a grandson of the founder, to mark 25 years' service with the company. The employees presented him with a silver tankard. He has been in the trade for 45 years, and for some years was employed by Chiesman's of Lewisham, Bobby's of Exeter and Bournemouth, and Marshall & Snelgrove.

☆ ☆

LAST week the opening of a new branch at Watford by Grange Furnishing Stores (London), Ltd., was reported. The firm has three joint managing directors, **Will Austin, Harry Austin** and **Joe Austin.**

☆ ☆

A NOTE from **M. Henry,** Lancashire and Yorkshire representative of Stylcraft Furniture, Ltd., makers of the musical cocktail dining room suite exhibited at Manchester, says that he wishes it to be known that he has made application for protection by Letters Patent in this country of furniture articles having novel and attractive characteristics, such as a musical box in combination cocktail cabinets, sideboards, or the like.

Nomad

Manchester Exhibition Report

Northern Public Demands Good Taste, Originality

SPEAKING at the opening of the Northern Exhibition, the Lord Mayor of Manchester, Alderman A. Moss, said it was essential that manufacturers should incorporate taste and originality of design in their products if they were to cash-in on the markets of Lancashire, Yorkshire and the Midlands.

Alderman Moss said that the post-war building records of the North—and the North-West in particular—offered manufacturers great scope.

In Wythenshawe, a suburb of Manchester, more than 30,000 houses had been built to accommodate about 80,000 people.

"Before we started this estate, we consulted an authority on architectural design and taste," he added. "We took this step so that each house would not necessarily be the same. It is therefore wrong to assume that the occupiers of these houses are only interested in one class of furniture."

Alderman Moss was introduced by Mr. R. Sutcliffe, Chairman of the Northern Furniture Exhibition Organisation Committee.

Stand-to-Stand Review of Exhibits

By "F.W." Reporters

ARTHUR PRODUCTIONS (CLYDEBANK), LTD., display their "Ideal Super" kitchen cabinet with a revolving vegetable rack which is out of sight when not required. It incorporates a mirror on the centre front and a large work table. The "Ideal Pantry" is specially fitted with racks to hold tea and dinner plates.

* * *

Quality upholstery designed by A. J. Mitchell, N.R.D., on tradiitonal and New Elizabethan lines is shown by ARTISTIC UPHOLSTERY, LTD. Special treatment of the back, which is encircled by a roll, highlights the "Broderick" suite. The "Dunoon"—a New Elizabethan three-piece suite — has tension-sprung seats and rubberised hair cushions.

* * *

A three-piece suite covered in Lee fabric, with hand-embroidered panels, is among the attractive exhibits at the stand of BARBRECK (UPHOLSTERERS), LTD. A period suite, with ivory finish, is covered with brocade. There is a range of fireside chairs.

* * *

The top of the arm of an easy chair displayed by BEDDING (BOLTON), LTD., opens to reveal a cavity suitable for magazines, knitting materials, etc. Three-piece suites, fireside chairs, bed settees, spring-interior mattressses and divans are offered.

Veneers of all descriptions and veneered panels are exhibited by BEE-PLY VENEERING CO., LTD. There is a new series of veneered panels for bedroom and dining room suites. Altogether it is the largest stock of veneers ever shown at this exhibition.

* * *

Highlighted by CHECHIK, LTD., is a dressing table with a jewellery drawer which, as it opens, automatically switches on a light above the mirror. The range of 4 ft. and 5 ft. bedroom suites in walnut and burr incorporate new features in interior fittings.

BENNETT WOODWORK (MANCHESTER), LTD., show their well-known range of "Priory" reproduction furniture, and, besides newly-designed oak bedroom suites there are hall robes, bureaux and bookcases, and occasional furniture. There is a hall table-cum-television trolley, a new 4 ft. reproduction bedroom suite in oak veneer, and a 2 ft. 6 in. contemporary hall robe.

* * *

A nursing rocker in reproduction oak with rush seat is among the exhibits of H. J. BERRY & SONS, LTD., whose stand shows chairs, tables and stools—including hotel and bar furniture.

* * *

Kitchen cabinets in a wide variety of designs and finishes are shown by BOWKER BROS. (CLITHEROE), LTD.

* * *

Reproduction Welsh dressers in three sizes, 4 ft. 6 in., 3 ft. and 2 ft. 6 in., occasional and hearth furniture, including blanket chests are among the items displayed by J. & F. BROOKS, LTD.

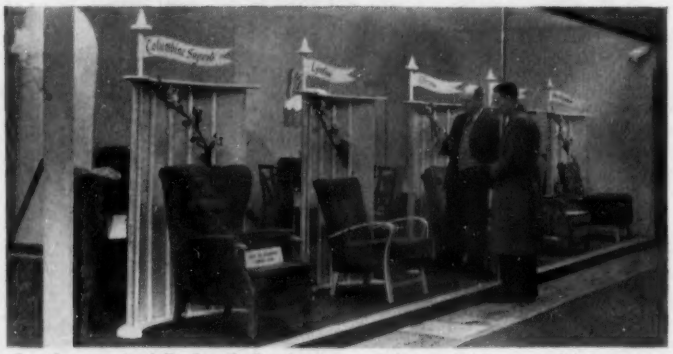
* * *

COOPER & DERBYSHIRE, LTD., show two-tone uncut moquette three-piece suites with foam fillings among their exhibits. There are fireside chairs of every description, including foam-filled exhibits.

* * *

A swivel trolley which can be converted into a card table and can also be used for a television receiver, with space below for a radio set, is among a wide variety of furniture shown by EARNSHAW BROS. & BOOTH, LTD. A full range of kitchen unit furniture in various colours reflects an expanding development.

"World" Picture On The Opening Day



On the stand of P. Leach Productions, makers of "Portwood" furniture. Mr. Harold Wilson, the sales director, discusses a new design with a customer.

Fireside, easy and occasional chairs in contemporary and traditional design are featured by the CRESCENT UPHOLSTERY CO., LTD.

* * *

DALECRAFT FURNITURE, LTD., show an attractive range of dining room furniture. The 4 ft. "Leyburn" walnut set has a sideboard with interiors lined in sapele mahogany and fully polished. The "Tanfield" set is another attractive exhibit which takes the eye.

* * *

Glass backs are incorporated in a new range of sideboards by ELKAY FURNITURE PRODUCTS, LTD. There is ample cupboard and drawer space, alternative designs have bow and serpentine fronts and bow ends, and all feature waterfall veneered edges. There is a folding television fireside chair in tapestry and uncut moquette. Three-dimensional coloured photography is made available to visitors.

* * *

An all-rubber suite is among the range shown by FAIR-WAY UPHOLSTERY & BEDDING CO., LTD. Alongside the range of traditional and contemporary three-piece suites is a semi-contemporary suite covered with top-grade wool moquette.

* * *

With sprung back and seat, unit chairs suitable for television viewing or nursing, are exhibited by R. FOSTER & SON, LTD. A semi-floating back is associated with a fireside suite incorporating latex foam.

* * *

Kitchen cabinets shown by FREEDLANDS, LTD., include the 2 ft. "Ramsey," 2 ft. 6 in. "Exeter," and the 2 ft. 9 in. "Barton," in oak and enamel finishes. Tables displayed include the "Turnover Top" model, fitted with ironing board. Other items include bedsteads, spring mattresses and occasional furniture.

* * *

Hand-carved period-style mirrors in English gold leaf and ivory finishes are exhibited by GARSON & CO., LTD. There is a contemporary glass table and a new range of contemporary mirrors. About 500 mirrors are shown, including a circle of royal blue glass in gilt frame for hanging on the wall as a decoration in itself or for holding flowers.

Dining-room furniture and kitchen cabinets are bringing customers to the stand of Sunderland Cabinet Works.

* * *

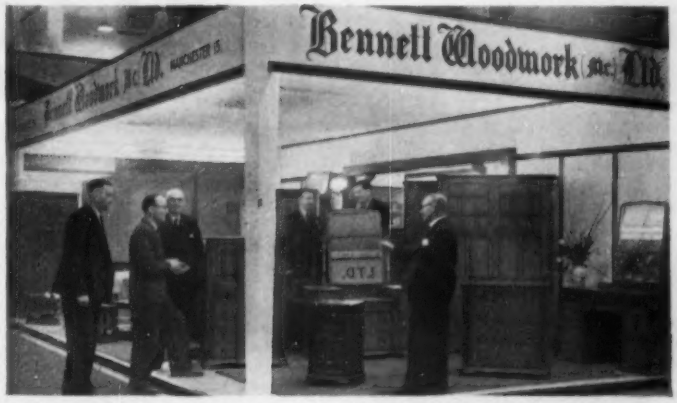
S. GARSON, MIRRORS, LTD., show an attractive range of mirrors, mirrored furniture, light fittings and glassware. There are glass occasional tables in contemporary designs, with silvered leaf pattern on the surface of the glass.

EDWARD FISHER, LTD., introduce a range of kitchen cabinets in various finishes, besides showing bedding, upholstery, bedroom furniture and occasional furniture. Medium-price bedroom suites are offered.

* * *

M. HACKNEY CO., LTD., show "Springbok" interior-sprung mattresses with matching divans. The firm's newly patented "Endo-Chordic" springing ensures that each spring is specially shaped with a flat edge to oppose the next spring. This avoids the overlapping of fully-circular coils and enables each row of springs to be closely laced together. The maximum number of

(Continued on page 163)



Bedroom furniture on the stand of Bennett Woodwork is attracting considerable attention.

These are the Opening and Closing Times

Friday, February 12 . . .	**10.30 a.m. to 8 p.m. Trade and Public.**
Saturday, February 13 . .	**10.30 a.m. to 8 p.m. Trade and Public.**
Monday, February 15 . . .	**10.30 a.m. to 6 p.m. Trade only.**
Tuesday, February 16 . . .	**10.30 a.m. to 6 p.m. Trade only.**
Wednesday, February 17. .	**10.30 a.m. to 6 p.m. Trade only.**
Thursday, February 18 . .	**10.30 a.m. to 5 p.m. Trade only.**

60

models

await your inspection

CHAIR CENTRE

STAND No 18R

FIRST FLOOR

EARLS COURT

CHAIR CENTRE LTD

No. C. 16

No. C. 75/U

CHAIRS FOR ALL OCCASIONS

50 GREAT EASTERN ST.
LONDON
E.C.2

Phone: BISHOPSGATE 9792-3

Summary of Every Exhibit at City Hall (contd.)

springs is thus brought into play when pressure is applied to any part of the surface of the finished unit, thus making for greater overall resiliency.

* * *

THE LANREST COMPANY show upholstered divans, mattresses which are fully bonded and with quilted tops, and divans with quilted headboards. Featured on the stand is a tableau, with a revolving miniature mattress, which is suitable for retail display—especially by those with limited display space.

* * *

Among a range of three-piece suites and fireside chairs, LEYLUX, LTD., show the "Malvern" suite. Contemporary in line and construction, it is upholstered throughout with foam latex rubber on arms, backs and reversible cushions. It has special high soft back upholstery. The firm's latest rocker—the "Westminster"—is also displayed. Another attractive production is the "Rugby" three-piece suite.

* * *

By lifting the leaf the legs of the "Lisfurn" dining table automatically glide out. It is displayed by LISTERS (FURNITURE), LTD. The "Lancon" dining set is "a modernised version of the traditional."

P. LEACH PRODUCTIONS, LTD., feature a new dining set—the "Beverley"—which reflects traditional shaped styling. The sideboard, which has ample storage space, has a sunken top, bow-fronted, and the top drawer fitted for cutlery. The table is refectory style. The chairs, featuring bulbous legs, have fitted saddle seats. The "Columbine" range of upholstery shows easy chairs, settees and firesides with designs from the current range of moquettes for coverings.

"Ankafil," a new method of mattress construction, is highlighted by J. H. MOORHOUSE & CO. (WOOLVO), LTD., whose stand features spring-interior mattresses, divans, bolsters and pillows. "Ankafil" is now available exclusively on Woolvo "Regency" mattresses, and is to be introduced on all other grades as quickly as production permits. Advantages are that it gives the spring-interior a marked increase in resilience, the mattress edge is considerably strengthened, and it tailors the border and improves the appearance.

* * *

F. & C. NEWBOLD, LTD., introduce a new type of contemporary gate-leg table with twin swing legs supporting each leaf. The swing legs open automatically when the leaves are raised. In the closed position they lie so close to the four main legs that they are not-noticeable. There is a full range of dining sets and secretaires in oak and walnut.

* * *

Upholstered three-piece suites and fireside chairs are attractively presented C. D. PIERCE & SON, LTD. Interest is being shown in a nylon pile velvet tub chair, which has Queen Anne legs and claw and ball feet.

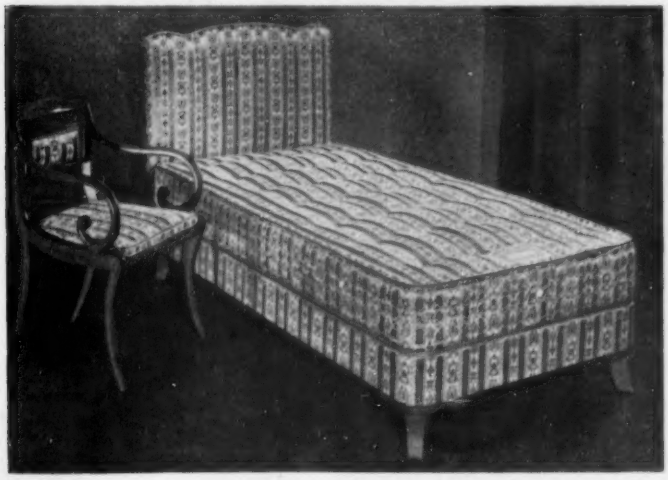
* * *

New Queen Anne headboards are featured by REST ASSURED MATTRESS CO., LTD., who show three-piece suites, fireside chairs, divans, spring-interior mattresses, pillows and bases. The "Contemporary" divan features covered or polished headboard and removable feet. The "Regency" divan is available in an attractive range of Regency brocades.

(Review concluded on page iv, col. 2)

More Opening-Day Pictures at Manchester

Buyers on the stand of Barbreck (Upholsterers), Ltd.

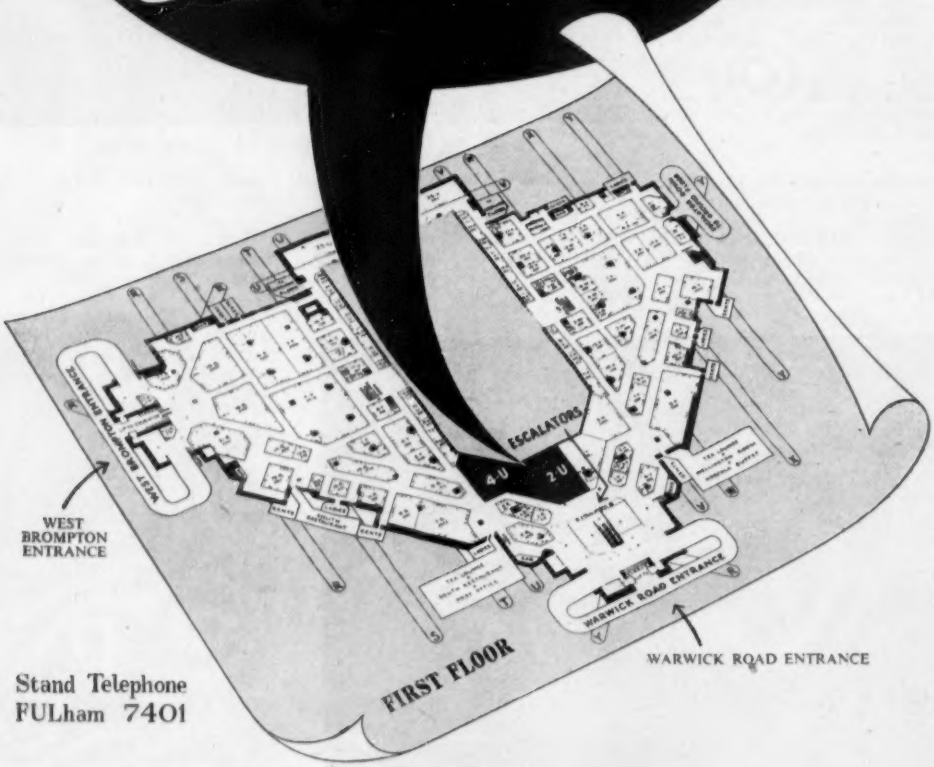


The "Regency" divan cover in heavy tapestry with matching upholstered headboard (Rest Assured Bedding & Upholstery Co.)

LEBUS

on the first floor

STAND 2U & 4U



Stand Telephone
FULham 7401

HARRIS LEBUS LIMITED · FINSBURY WORKS · TOTTENHAM · LONDON, N.17

B.S.I. Relax A Bedding Restriction

Unmarked Bed-Settee Mattresses May Be Made in Licensed Works

THE British Standards Institution this week relaxed their rule that a licensed manufacturer might not produce in the factory for which the licence was issued bedding which did not bear the Kite-mark.

This rule has been relaxed to cover the manufacture of spring-interior mattresses for bed settees.

The B.S.I. technical committee decided that as so many different types of spring-interior bed settee mattresses are made it would be impossible to produce a standard to cover.

In consideration of this fact the Mark committee, on which the industry is strongly represented, decided that **licensed manufacturers should be permitted to make unmarked mattresses of this type in their works.**

A circular letter explaining the relaxation has been sent to licencees saying that holders of licences under B.S. 1877 will be allowed to make spring-interior mattresses for bed settees but not to label them with the Kite-mark. Such mattresses should be labelled "bed settee."

The requirements of Clauses 4 and 5 (filling materials and coverings) of Part 4 of B.S. 1877 must be complied with, and the depth of borders should not be more than 3 in.

Manufacturers of such mattresses are therefore requested to discontinue the use of the Kite-mark on these articles and merely to label them bed settees.

The inspectors will continue to examine such mattresses to see that they comply with Clauses 4 and 5 and that the border does not exceed 3 in.

Washed flock. The B.S.I. remind manufacturers who use washed flock in any type of mattress that the animal fibre content should be not less than 50 per cent.

Manufacturers should ensure that their flock suppliers are providing material up to this standard and not merely that it complies with the cleanliness standard of B.S. 1425.

"Grave Concern" About Rising Costs In North

Mr. E. M. Kenmir.

RISING costs in furniture manufacture are causing "grave concern," said Mr. E. M. Kenmir (Kenmir Bros., Spennymoor) at a luncheon in Sunderland last week, following his re-election as president of the Durham & Northumberland Furniture Manufacturers' Association.

"Every effort will have to be made to avoid any further increase in production costs—in the interests of members, the public they serve and all engaged in the trade," declared Mr. Kenmir. "If these can be stabilised the outlook for the furniture trade in this area is one of good promise."

The meeting that day, he added, marked the establishment of the Association as a fully independent constituent member of the British Furniture Manufacturers' Federated Associations. The Association now fully represented all the furniture manufacturing units in Durham and Northumberland. These comprised 25 firms with a total employee strength of more than 3,500.

Officers elected were: President, Mr. E. M. Kenmir, M.B.E.; vice-president, Mr. H. F. Thompson (Tyne Furniture Works, Ltd., North Shields); secretary, Mr. W. Metcalf McKenzie; executive council, Messrs. T. A. MacKay (Thomas MacKay (Newcastle), Ltd.); I. Bernstein (Bernstein Bros., Sunderland); A. Brewer (Brewer & Co., Ltd., Sunderland); T. U. Holmes (Co-operative Wholesale Society, Ltd., Pelaw-on-Tyne); T. Adams (Kenmir Bros., Spennymoor); and S. Lukes (The Northern Bedding Co., Ltd., Team Valley, Gateshead).

J. Gillett Retires From Heals

Mr. J. Gillett. Mr. R. C. Young.

AFTER 45 years' service with Heal & Son, Ltd., Mr. J. Gillett, manager and buyer of the upholstery and soft furnishings department, has retired.

He is succeeded by Mr. R. C. Young, who has been with Heal's since 1946 and who has been assistant buyer and manager of the department for the past two years. His early years were spent in business on the South Coast and he joined Dunn's of Bromley in 1935.

Mr. Gillett began his apprenticeship with Heal's under the late Mr. J. C. MacDermot in 1909, and served in the upholstery and soft furnishings department until he was appointed upholstery buyer by Sir Ambrose Heal in 1927.

Took Charge in War

During the early part of the war Mr. Gillett was appointed to take charge of both the upholstery and soft furnishings department when Mr. Christopher Heal, then manager and buyer of the soft furnishings department joined the Forces.

Mr. Gillett has been largely responsible for the very high standard of workmanship and design which this department has always maintained.

He has, in latter years, worked with well-known artists and designers in the production of contemporary furnishing fabrics, and by his retirement, not only Heal's but the trade in general, will have lost a very great authority on furnishing fabrics, and upholstered furniture.

Benmax Case For Lords

It is understood that Mr. Sydney Benmax, of Benmax Bros., Ltd., has been granted leave to appeal to the House of Lords in his action against the Austin Motor Co., Ltd., and the case will be heard in the House in due course.

Development Council Should Be Abolished — Says L.F.M.

Trade Should Have Own Research Body

"THIS council, having studied the report of the B.F.M. Committee on the Furniture Development Council, feels that the F.D.C. should be abolished, and that the following should take its place :—

"**(a)** Whatever research organisation may be set up should be based on a voluntary subscription.

"**(b)** A standing committee of the B.F.M. to examine and where appropriate supervise the implementation of the other former activities of the F.D.C. through the other bodies suggested by the committee."

This resolution of the London and South Eastern Furniture Manufacturers' Association Council was endorsed by a well-attended special general meeting on February 3. Voting was : 77 for, 9 against. There were two abstentions.

Resolution Amended

The Council's original resolution was amended by the meeting, the original section **(a)** reading: "A research association financed under the provisions of Section 9 of the Industrial Organisation and Development Act."

Presiding in the absence through illness of the president of the association, Mr. RAYNER STEPHENS (Byfleet Furniture, Ltd.), chairman of the council, emphasised that his council had not called the meeting to work up strong opposition to the F.D.C. They wished to ascertain the true wishes of the members.

If the meeting should decide that it was in the best interests of the industry that the F.D.C. should continue, the weight of their opinion might well tip the balance.

On the other hand, the F.D.C. would not automatically be abolished if they decided to advise its abolition; that would mean the industry as a whole would make a decision in which the L.F.M. opinion might be the deciding factor.

Even then the final decision rested with the President of the Board of Trade.

Called on to explain the Council's attitude, Mr. A. GODFREY, L.F.M. secretary, pointed out that employers had doubted the wisdom of setting up the F.D.C. in 1949, when conditions included the possibility of nationalisation.

Of the 3,000 members of F.D.C., Mr. Godfrey continued, all paid the levy but only a comparative handful used its facilities.

To a chorus of agreement he said the Technical Information Service was not used because it was of no use to the smaller firms which formed the majority of the industry.

Instead of standardised costing systems, for instance, what was needed was someone to help small firms to get an idea of what their costs were.

F.D.C. conferences up and down the country were attended by only a handful of members. Reports on the furniture industries of other countries, such as Sweden, were only of academic interest.

"The real trouble," he said, "is the compulsory levy. Compulsion is foreign to the feelings of the people of this country." There was no direct control of the organisation by those financing it.

It was fundamentally wrong that the F.D.C. should be both undemocratic and "irresponsible." The industry could not criticise or appoint members, who were appointed by the Board of Trade and responsible only to the Minister. "Control is very remote, and very detached from the individual membership," he added.

Urging the members to endorse the Council's resolution, he pointed out that it had been arrived at after long and careful consideration. If the meeting desired the abolition of the F.D.C. they would do well to accept their Council's advice on the way it should be handled.

Mr. LESLIE JULIUS (S. Hille & Co., Ltd.) was invited to present the argument for the continuation of the F.D.C.

"Although I am for continuation," he began, "it does not mean I like it in its present form." Like N.U.F.T.O., the B.F.M. had seven representatives, and presumably the two independent members held the balance.

Before abolishing the F.D.C. one had to look at the alternatives. Did the members think that the already overworked secretariat could find time to do the F.D.C.'s work at no more cost?

"The cost is only 0.025 per cent of turnover," he stated. "Only £1 in £10,000. Why the heat?" An uproar of disagreement lasted for several minutes, and drew a rebuke from the chairman. The speaker was, however, interrupted continually as he went from point to point.

He said the F.D.C. was indeed helpful : in the development of performance tests, for instance, the chief value of which was to show the possibility of reducing costs by producing furniture scientifically.

The F.D.C. had started scientific investigation on its own initiative, and had received help from some sections of the industry. It had asked the B.F.M. to nominate people to serve on its advisory panels on many occasions, but without response.

The Technical Information Services were being made to pay for themselves, and a growing number of firms were using them.

The Council's functions were of tremendous use to the whole industry, both large and small firms, as all benefited from developments.

He warned the members against an emotional rejection of the F.D.C.

When discussion was thrown open to the meeting Mr. W. E. WRIGHTON asked the total amount the industry had contributed to the upkeep of the F.D.C., and was told the figure was "something under £100,000."

Replying to Mr. Julius, Mr. HARRY BARGET disagreed that the industry must have an alternative to the F.D.C. That was a matter of opinion. He personally wanted no more than the right to choose for himself whether or not he would be a member. He disliked being forced either way.

Mr. R. RURKA said he personally favoured abolition. He was, however, convinced that the industry needed a research organisation. The industry was not so technically-minded that they did not need guidance and help.

Mr. E. H. PINTO (Compactom, Ltd.) said the majority of the industry seemed to have adopted the attitude that they would not avail themselves of the facilities provided with their own money.

The trade itself, he said, should take more trouble in the nomination of representatives to be appointed by the Minister, and take more interest in the Council.

A research body should be independent of the financing interests, he maintained.

(Continued on page ii)

At the annual general meeting of the West Midlands Area of N.A.R.F., in Birmingham last week were (left to right): Mr. J. G. Lines, director Kean & Scott; Mr. H. E. Sheasby (retiring chairman West Mid. Area N.A.R.F.) of A. Abbott & Co.; Mr. H. Harris (chairman West Mid. Area N.A.R.F) director W. H. Bright, Ltd.; Mr. C. A. Lakin (rear) chairman of the B.F.M.; Mr. S. Cassell, Dudley Furnishing Ltd.; Mr. K. Reid (rear) secretary Birmingham & West Midland F.M.A.; Mr. S. Latin, National chairman N.A.R.F.; and Mr. H. S. Cave, managing director P. Cave & Son, Ltd., Birmingham.

Pitfalls For Cash Traders Starting Hire Purchase

THE dangers which beset a cash trader when he ventures into the high purchase field were described by Mr. S. Latin, national chairman of N.A.R.F., when he addressed the annual general meeting of the West Midlands Area in Birmingham last week.

"Despite the prognostication of the pundits of pessimism, I do not think we are on the threshold of a slump as we understand it, but turnover will only be maintained and increased by those who are prepared to work harder and are ready and able to organise to meet the more intensified competition which this year will bring," he said.

Addressing the meeting on "Hire-Purchase: some future problems for the retailer," Mr. Latin said: "There are many of our members who stand on the brink of the precipice and view with considerable trepidation taking the leap into hire purchase trading.

"To them I would say at the outset, that they would be not only unwise, but probably unable to compete with high finance which has merely grafted furniture on to its sphere of operations.

"The hitherto cash trader should not embark on any scheme by which he would be tempted to overtrade."

Mr. Latin said that at this present juncture, the wide expansion of multiple trading, the return of highly competitive conditions, and the fiercely controversial problems of deposits and periods of credit were subjects which were exercising the minds of many of them.

There were two directly opposite schools of thought. There were those who insisted that it was nothing less than sound finance to take a substantial down-payment, and there were the advocates of "No Deposit."

Speaking of the latter type of transaction, Mr. Latin said: "The danger is that it attracts the less credit-worthy customer, the kind that do not always have a high moral regard for the obligations of the agreement, and I think it is quite true to say that **the customer who is attracted because of 'No Deposit' and easier terms is the very one that is most vulnerable should there ever be a return to those conditions of slump and unemployment."**

He warned that credit had to be paid for and retailers, seeking to hide the increased cost, might bring pressure to bear on the manufacturer to still lower his prices, and he in turn might feel himself impelled to produce sub-standard goods to meet the lower price demand.

Presenting the annual report, the retiring chairman, Mr. H. E. Sheasby, said that the membership of the area during 1953 had shown a slight decline, which was common to many organisations at the moment.

Officers elected for 1954-55 were: Mr. H. Harris, of W. H. Bright, Ltd., Hagley Road, Birmingham, chairman; senior vice-chairman, Mr. J. G. Lines, of Kean & Scott, Birmingham; junior vice-chairman, Mr. S. Cassell, of Dudley's (Birmingham), Ltd., Handsworth and Birmingham; and hon. treasurer, Mr. A. L. Hancocks, of Arthur Hayes & Co., Leamington.

Le Gallais Start Again After Big Fire

THE picture shows the very temporary showroom which was hastily prepared by F. Le Gallais & Sons, Jersey, after the disastrous fire at their premises on January 13 (exclusively reported in our issue of January 22).

This temporary showroom was opened on January 30, a fortnight after the fire.

Mr. F. Le Gallais says that the assistance the firm has received from all their suppliers has been really wonderful. Just a week after the fire they were receiving goods and British Railways at Southampton saw to it that everything came through as quickly as possible.

To show their appreciation of all the help they have received the firm have inserted an advertisement in their local paper which reads: "Thanks to our friends on the mainland, wholesalers and manufacturers, we now have new stocks in all departments. Inspection invited."

Beatall Kitchens in Competition

One of seven model kitchens furnished by Beatall Furniture, Ltd., with sink units, food cabinets, and so on, in various matching colour schemes, and used by contestants at the Metropolitan Divisional Finals of The National Youth Cookery Competition organised in conjunction with the South Eastern Gas Board, and held at Lambeth Town Hall, London, last week ("World" picture).

H. Herrmann Take Over F. H. Marshall —Now Become Parent Company

LAST week's news of the purchase of the equity of F. H. Marshall & Co., Ltd., by H. Herrmann, Ltd. meant a reversal of the former parent-subsidiary relationship between the two companies.

Advantage of this change to Herrmann's Preference shareholders is that, as the whole of the joint profits will ultimately be available to Herrmann's, the way business is shared between the two concerns will be immaterial to them.

Herrmann's Limehouse factory, severely damaged during the war, has been sold to the L.C.C. for £90,000, and the company is now building a factory adjoining that of Marshall's, at Rayleigh, Essex, at a cost of £15,000.

Considerable funds are set free for the benefit of the group by the sale of the factory, and the purchase price of the 50,000 Marshall's Ordinary shares —£15,000—will be immediately available to that company as working capital.

Reading Now Has F.T.B.A. Area

IN spite of the bitter cold spell there was an excellent attendance at the inaugural meeting of the Reading area F.T.B.A.

The meeting was opened by an address from Mr. L. Lubin (B. & I. Nathan & Chas. Newth), a member of the convening committee, followed by Mr. J. Gent (Reading Co-op.).

The national president, Mr. Stanley Perring, and the general secretary, Mr. H. Edward Long were there.

After proposing a vote of thanks to Mr. Perring and Mr. Long for their assistance in the inauguration of the Reading Area, the second proposition of "a permanent branch be now established forthwith" was unanimously carried.

At the subsequent election of officers the following were chosen: Mr. J. Gent, chairman; Mr. A. Clark (Wm. McIlroy), secretary; Mr. L. Lubin, treasurer.

A committee of fourteen members elected include: Messrs. F. Johnson, L. Prescott, S. Stubbs, W. Stone, L. Stone, M. Servian, M. Spotswood, W. Amos, J. Carlin, Q. Pampel, M. Freer, E. Gill, C. Spencer.

Furnishing Sections Added To 3 Stores

TWO departmental stores in Salisbury, Clark & Lonnen, Ltd., and Hobden Bros., Ltd., both of them members of the Hide Group, are to be merged under the title of Clark & Lonnen.

Furniture, bedding and carpets will be introduced into the combined stores of which Mr. R. Hurst is general manager.

Departments for furniture, bedding and carpets are also to be opened at John Austin & Co., Ltd., of Swindon, where Mr. A. G. Saunders is now general manager.

"Abolish the F.D.C."

(from page 166)

The first attempt should be to make the F.D.C. work efficiently for the good of the whole trade. It should be run on the lines of a public company, and the trade should give guidance on such things as subjects for research.

Supporting Mr. Pinto, Mr. A. JESSUP (Harris Lebus, Ltd.) asked members to look well into the future. The likelihood was there would be at least one more Labour Government in the next 20 years. One of the first things it would do would be to reimpose controls at the request of the unions.

That might be more serious than the F.D.C., about which the industry was consulted to a considerable extent. He reminded members that the Board of Trade appointments to the F.D.C. as B.F.M. representatives were always their own nominees.

The trade should compel the F.D.C. to widen its activities and do the work it was formed for.

Mr. D. SINCLAIR (Holmwood Furniture, Ltd.) interjected that he thought better furniture was made years before research was heard of.

A point not yet dealt with, said Mr. A. G. CLARK, was that the working parties which had recommended the development councils had been formed to make inefficient industries efficient.

To agree to the continuation of the F.D.C. was to brand the furniture industry as inefficient.

Questions put by Mr. F. LUCAS (Palatial, Ltd.) were: Why could not the Forest Products Research Laboratory provide all the necessary research? Why could not the Council of Industrial Design give all advice needed on design? Could not the B.F.M. or L.F.M. provide a platform for presenting the trade's opinions to the Government?

Gibson Alexander Retires

IT was announced on Wednesday that Mr. A. Gibson Alexander, chairman and joint managing director of H. & A. G. Alexander & Co., Ltd., Rutherglen, has had to retire because of ill-health.

Mr. Alexander succeeded his father as managing director of the company in 1917. He is well-known in trade association matters. He has been vice-president and president of the Scottish F.M.A. and he was a representative on the B.F.M. Executive. He is also a past-president of the Scottish F.T.B.A.

Mr. John Wallace, who was formerly joint managing director, will now be sole managing director.

Special Shows At The Showrooms

This year for the first time Kloss & Trusher, Ltd., Raven Works, Ravenscroft Street, Hackney Road, E.2, are not showing at the Earls Court Exhibition.

They are making a display of their new range of veneered walnut and oak bedroom furniture at their factory during the exhibition period.

* * *

The spring range of "Sureline" occasional furniture and the latest "Mini-Bar" cocktail bar will be on view at the showroom of George Serlin & Sons, Ltd., 17 Charlotte Road, London, E.2, from February 10 to 28.

Mr. Morris Serlin will be in attendance.

* * *

Birch and Alpe, Ltd., will not be showing at Earls Court, but will hold a special exhibition of furniture at their factory, Kitchener Works, High Wycombe.

Carpet Firm's New Premises

The head office of Flude's (Carpets), Ltd., has now been transferred to 18-22 Terminus Rad, Eastbourne, Telephone 5205.

The firm have bought the freehold of the new premises which comprise a large arcade with double-fronted windows and three large show-rooms with workshops above.

Harry Jacobs Move

Harry Jacobs (Furnishers), Ltd., and Charles Hall, Ltd., have moved their head office to "College House," 29-31 Wright's Lane, Kensington, London, W.8. Telephone, Western 0471.

STATEMENT SOON ON PURCHASE TAX

No Large Concessions: Lino Position

MR. BUTLER, Chancellor of the Exchequer, undertook in the House of Commons on Tuesday to give immediate consideration to requests that uncertainty regarding the future of purchase tax should be ended.

He might, he said, find it necessary to make an early statement.

He added: "This is not the time, in my view, when large concessions, or indeed concessions of any type, are likely. I say that so that there may be no misunderstanding, although that may be a sombre note."

Mr. Butler showed the way his mind was working when he replied to demands that purchase tax on linoleum should be removed. This, he said, would involve a sacrifice of £5 million in revenue—and he had not the money to do it.

The House approved by 269 votes to 241 the Purchase Tax (No. 1) Order, 1954, which, among other things, re-imposed the tax on tiles, strips and blocks, placing them in the same position as other floor-coverings.

Mr. Boyd-Carpenter, Financial Secretary to the Treasury, said: "It is clear that the practice of taking good rolls of linoleum and rubber floorcovering and cutting them up into little squares so that they might go through the sieve of purchase tax has developed substantially."

Minister To Hasten Fabrics Standard

IN the House of Commons last week Mrs. White asked the President of the Board of Trade what progress has been made with the adoption and application of standards of finishing for furnishing fabrics.

Mr. P. Thorneycroft: I understand that draft specifications, which include standards of finishing, have been prepared for upholstery fabrics and are at present under consideration in conjunction with the draft British Standard for upholstered furniture. Certain performance standards for curtain cloths are also under consideration.

Mrs. White: Will the right hon. Gentleman do all he can to expedite the final decision in this matter, in view of the fact that for some housewives the purchase of furnishing materials is a major capital expenditure and they are entitled to have a reasonable assurance about the quality of what they buy?

Mr. Thorneycroft: Yes, Sir, certainly.

Mr. E. C. Lee, managing director of Arthur Sanderson & Sons, Ltd., displays fabrics to the Mayor of Exeter and the Mayoress and the Sheriff and his lady in the new Exeter showrooms. (Story next week).

Deaths in the Trade

Mr. J. Mealing

Well-known High Wycombe furniture manufacturer, Mr. James Mealing, of Chorley Road, High Wycombe, has died at Amersham Hospital at the age of 81.

Mr. Mealing had been a director of Bonnett & Ford, furniture manufacturers of Bonford Works, Grafton Street, High Wycombe, since the firm's inception in 1920.

* * *

Mr. E. G. Sweet

Mr. Ernest George Sweet, of Gladstone Street, Bedford, who for some 35 years was buyer for the furnishing department of E. P. Rose & Son, Ltd., High Street and Silver Street, Bedford, has died at his home, aged 80.

He retired from the company's service in 1948.

* * *

Mr. A. J. Pancoust

Calling at the branch shop at 224 Kettering Road, Northampton, of Mr. Albert John Pancoust, furnisher, last week, Mr. Ronald Albert Pancoust found his father lying dead on the floor near a coke fire in the shop. He was 50 years old.

The facts were reported to the Coroner.

* * *

Mr. T. J. Glynn

The death has occurred unexpectedly at the age of 42, of Mr. Thomas J. Glynn, a wholesale furnishing factor with premises at 19 Essex Street, Dublin.

Furniture Works Explosion: 5 Hurt

FIVE men were taken to hospital after a gas explosion at the factory of Phillip Rose, Ltd., furniture manufacturers, Stour Road, Bow, last Friday.

The explosion was underneath a main water storage tank on the fifth floor of the building.

The manager of the firm said: "The blast ran through the lift shaft and down the building.

"The men were suffering from shock and burns and we set up an emergency first-aid post."

A gas installation was used under the storage tank to prevent water from freezing.

Hugh Wyllie, Ltd., have enlarged the furniture department at their branch in Queens Road, Watford, Herts.

Concluding A Review of All Exhibits at City Hall

(Continued from page 163)

Decorative lamp shades, floor standards, table lamps, ceiling fittings, wall brackets, reading stands, cinema and hotel lighting fittings, are among a wide range of items displayed by PHILIP S. SCHULMAN, LTD.

* * *

A neat contemporary bureau in light wood, especially suitable for the small room is introduced by JOSEPH SERLIN & SONS, LTD., whose stand features secretaires and bureaux.

* * *

S. SHAVEN & CO., LTD., showing bedroom suites, concentrate on bold curves and bold shapes. There are three designs of bedroom suite in walnut and selected bird's-eye maple veneers. A man's wardrobe has curved shelves, two of which are enclosed in Perspex making them dust-proof with visibility.

* * *

A musical cocktail cabinet, which plays a tune when opened, is attracting attention at the stand of STYLCRAFT FURNITURE, LTD. There are traditional and contemporary dining room suites.

* * *

Kitchen cabinets with silvered glass in the top doors are among the items shown by SUNDERLAND CABINET WORKS, LTD. The "Ascot" is fitted with baize-lined drawer, glass shelves, plate rack and bread bin. The "Newark" dining set from the range of "Welmayd" dining furniture is shown.

* * *

The "Fiveways" table, which can be opened out into five different positions, is exhibited by JAMES H. SUTCLIFFE & SON, LTD. It is in walnut, with cabriole or splay legs. Also on show is the "Verirobe," a fully-fitted ladies' or gentlemen's wardrobe.

* * *

WALDO (SHEFFIELD), LTD., show a wide range of three-piece upholstery suites, firesides, settees and easy chairs. The "Fanfare" three-piece suite with fan back is in non-crush velvet. The "Broughton" is in leathercloth with loose velvet cushions. Another three-piece suite to attract attention is the "Benson."

News From The Sales Side

Friends of Henry C. Allen, representative for Woodland Furniture in the Home and Eastern Counties, will be glad to know that he has now recovered from his recent serious illness.

THE following changes in sales staff are announced by Christie-Tyler, Ltd., and Western Upholstery, Ltd.: **G. C. Griffiths** gives up Northumberland, Durham and North and East Ridings of Yorkshire. **J. E. Pierce** (formerly with Hardy & Co., Ltd., at South Shields) takes over this area. Mr. Griffiths continues to represent in West Riding of Yorkshire and Lincs. **I. Taylor-Small** takes over Scotland, Westmorland and Cumberland. **D. J. Robertson** covers Kent, Surrey, Oxford, Bucks, Herts, and Middlesex. **J. D. Carter** now manages new London showrooms at 9 Poland Street, W.1. He will also act as contracts manager. **L. H. Hunt** (formerly with Century Furniture, Ltd.) takes over Norfolk, Suffolk, Essex, Cambs, Beds, and Hunts. **J. Freeman** now acts in new area of Greater London.

☆ ☆

THREE new appointments have been made by Thomas French & Sons, Ltd. **Fred Preston** and **C. B. Goulding** join the home sales staff and **C. G. Wynn** becomes an outside publicity representative. Mr. Preston, who lives in Leeds, will take over in that city when **Gilbert Scott** retires this year. Mr. Goulding lives at Cardiff and will operate from there. Much of Mr. Wynn's work will consist of giving lectures, aided by film strips, to women's organisations, staff training and general trade contacting.

☆ ☆

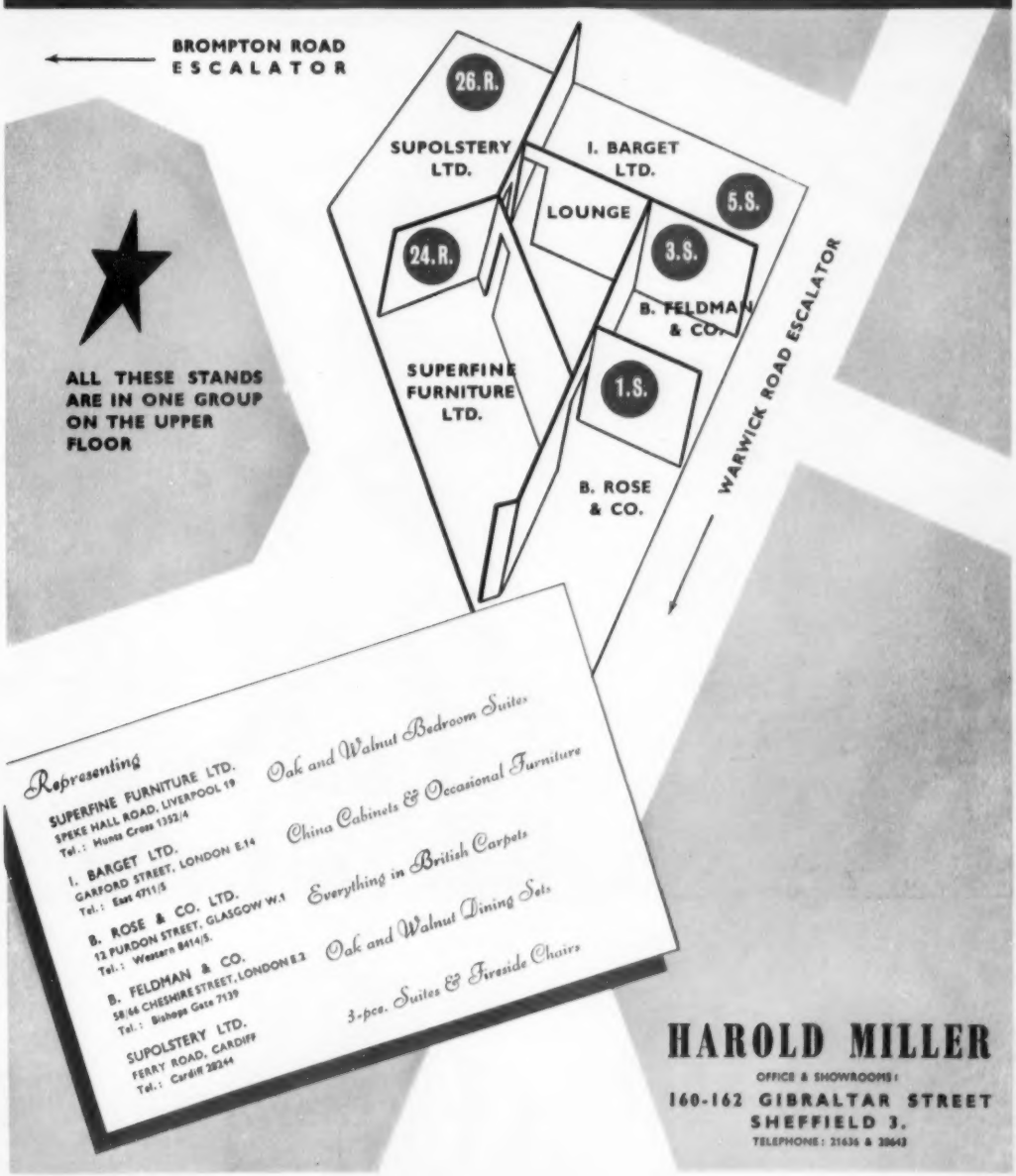
NOW representing D. C. Loncraine & Co., the makers of "Jiffytex," in Worcester, Gloucester and Warwickshire, is **R. G. Wood.**

☆ ☆

OWING to sudden illness **S. Woolf,** representative of Bluegate Products, Ltd., in Lancashire, Cheshire and the Midlands, will not be able to be on their stand at Earls Court. **H. Henry,** sales director, will be there, however, and will be pleased to act on Mr. Woolf's behalf.

HAROLD MILLER • •

• • REQUESTS THE PLEASURE OF YOUR VISIT TO HIS STANDS AT THE EARLS COURT EXHIBITION, WHEN HE WILL BE PLEASED TO SHOW YOU THE LATEST PRODUCTIONS OF HIS AGENCIES



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Room Carpeted in Illingworth Needleloom Carpeting

E. ILLINGWORTH & CO. (BRADFORD) LTD.

. . . that

WE ARE

— the first producers to market Dyed Needleloom Carpeting, and
— the first to obtain the GOOD HOUSEKEEPING certificate for this.

WE HAVE

— 15 years' experience in the production of this class of carpeting.
— 4½ acres of factory space producing the famous ILLMOND products.
— sold over 4,000,000 yards of Dyed Needleloom Carpeting.
— an outstanding reputation for reliability of product, service and delivery.

WE SHALL

— continue to maintain our lead in producing the best of its class by unremitting technical research and reliability of service, assisted by the independent wear test by 3 of the main testing houses in this country.
— continue to use the best possible wool, hair, dyeware, etc., in the manufacture of our wool mixture Dyed Needleloom Carpeting, which is the standard against which all other makes are judged.
— continue to produce also the rayon faced Carpeting in contemporary pastel shades, for use where the natural warmth of the wool mixture is not a consideration.
— continue to export a substantial proportion of our products to the main markets of the world.

— continue to
SUPPLY TO THE WHOLESALE TRADE ONLY UNDER THEIR OWN TRADE MARKS AND NAMES.

Both samples and delivery are available promptly.

SHELF MILLS, SHELF, NR. HALIFAX, YORKSHIRE

Telephone LOW MOOR 400/4 ESTABLISHED ALMOST 100 YEARS Telegrams 'ILLMOND' BRADFORD

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Balmoral Suite with Dunlopillo on arms, backs and seat cushions

"The Balmoral" suite

gives large chair comfort with small floor-space size

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Deliveries all England and Wales except South Coast of England

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Thirteen Houses Combine in Special

SOFT FURNISHING SIDE

"COME TO THE CITY" CAMPAIGN for FURNISHING FABRICS

WITHIN the shadow of St. Paul's the London home of the furnishing textile industry was established more than 250 years ago, and in spite of all that has happened since that time the core of the Capital's trade is still centred in the same area.

Paternoster Square and Newgate Street for many years were names synonymous with fabrics for the home. There were to be found the warehouses and showrooms of the firms specialising in furnishing textiles, and that was the position at the time of the Second Great Fire of London just over thirteen years ago. One night's blitz wiped out the work of years, and in the morning the search began for temporary homes—often outside the Square Mile—for firms who were as much part of the City as St. Paul's itself.

Foxton's recall how their staff reported for work the morning after the disaster, asembling on the steps of the cathedral because not a trace of their building remained. Dalton Barton's, probably one of the unluckiest of the City houses during the war, were twice bombed out of their temporary sites in London, as well as suffering at their Coventry home.

Thirteen years after the Second Great Fire: two new City showrooms. Above: A corner display at Stonards, Ltd., Newgate Street. Left: Part of the Old Bailey showrooms of Walter Franklin, Ltd.

That was thirteen years ago, and to-day thirteen of the furnishing textile houses concentrated in St. Paul's area have joined together to publicise the traditional home of the industry in a special "Come to the City of London" campaign.

Those who know the trade need no reminding. They have watched

(*Continued overleaf*)

(from previous page)
the firms who were scattered from their original City homes overcoming the delays and difficulties in rebuilding their premises or making others suitable for their purpose. But to-day there are many buyers who were not in the furnishing textile trade before the war broke the continuity of the City's tradition. It is particularly to them that the campaign is being directed.

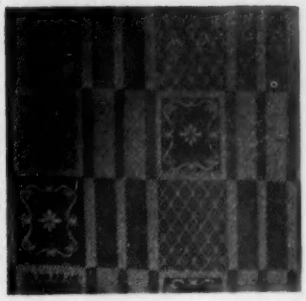
The first stage of the City's drive is linked with the date chosen for the opening of the B.F.M. Exhibition at Earls Court next week. Special displays will be held in City showrooms during the week. A folder listing the names and addresses of the firms participating has been produced, and this contains a map showing how close together they are situated, enabling buyers to walk easily from one to another, noting prices, colours, textures, with the last display still fresh in mind, in the true market tradition. 50,000 copies of the leaflet have been sent out by the firms taking part, to let buyers know the facilities once more available in the City.

From the fabrics that will be on display next week, we have selected a few, pictured here. These show the way in which the City houses are preserving their past traditions and at the same time pioneering new designs for the future.

Above, left: New all-cotton 48 in. folkweave, made by Mills Fabrics, Ltd., in three colour-groupings. Will be ready at end of March.

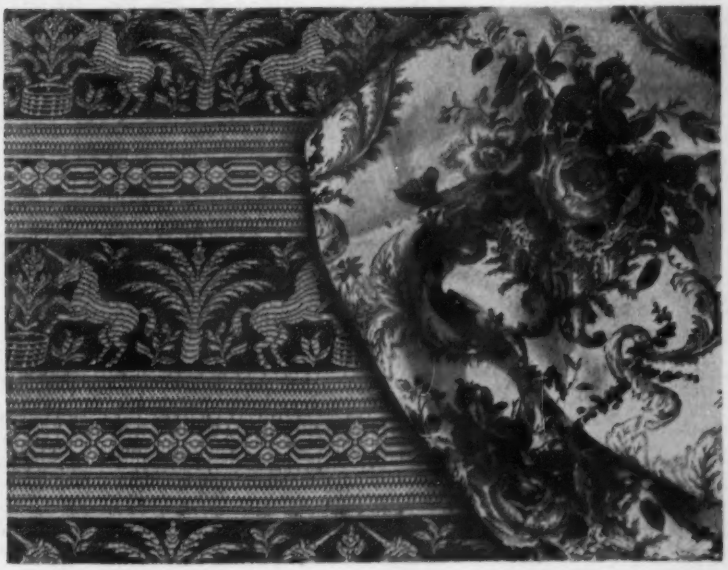
Above, right: Seven-colour New Elizabethan machine-printed cotton repp, produced in four ways by Wiliam O'Hanlon & Co., Ltd. Design 877, 48 in. wide.

Right: A reproduction of a Charles II stump embroidery, by G. P. & J. Baker, Ltd. This is a 50-inch machine-printed linen in vat colours (R.7781 produced in several colour-ways).



Left. From top to bottom: A. V. Humphries' floral weave, F.M.101, in wool/cotton. Four-colour choice. "Alfriston" all-cotton fabric with textured motifs, by Stonards, Ltd. "Godiva" moquette, "Dresden" designed by Dalton Barton & Co., Ltd. Sculptural motifs with contrast centre colour. "Ocean Wave" tax-free rayon/cotton damask in fast colours, by Walter Franklin, Ltd.

Above. Top: Rayon/cotton damask "Burlington" in rich and pastel colours, by J. F. Waters, Ltd. Above lower: "Derridee" six-colour roller-printed posy design on 31-inch pure linen, from Derry Davies, Ltd. Below left: All-cotton folkweave, "Unicorn," in several colour schemes, from Charles Holliday, Ltd. Below right: Vat-printed floral linens, 6902, in four colour-ways from W. Foxton, Ltd.



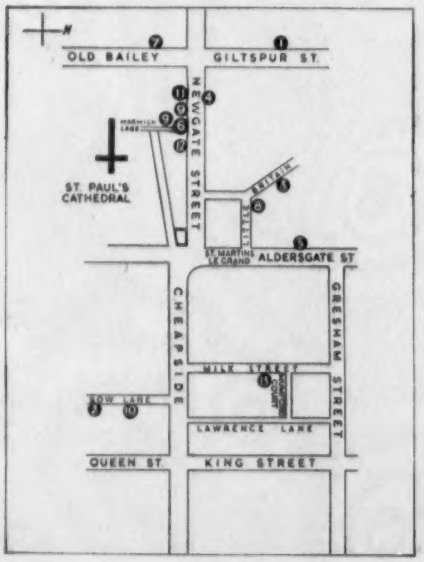
Come to the City of London

You are cordially invited to make a special visit to the premises of the old-established City Furnishing Textile Houses to inspect their ranges of Furnishing Fabrics

★ THE TRADITIONAL LONDON HOME OF THE FURNISHING FABRIC INDUSTRY IS WITHIN THE SHADOW OF ST. PAUL'S.

★ IT WAS ESTABLISHED NEAR SMITHFIELD IN 1685.

★ IT IS STILL CENTRED IN THE SAME AREA.



★ ALL REQUIREMENTS IN FURNISHING TEXTILES CAN BE OBTAINED FROM HOUSES WITHIN THIS CONCENTRATED AREA.

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NAMES IN ALPHABETICAL ORDER AND ADDRESSES

1 G. P. & J. BAKER LTD.
5 Giltspur Street, E.C.1

2 ROBERT CHRISTIE & CO.
44 Bow Lane, E.C.4

3 DALTON BARTON & CO. LTD.
45-47 Little Britain, E.C.1

4 DERRY DAVIES LTD.
121 Newgate Street, E.C.1

5 JOHN FOSTER & CO., LTD.
185 Aldersgate Street, E.C.1

6 W. FOXTON LTD.
6 Newgate Street, E.C.1

7 WALTER T. FRANKLIN LTD.
19-20 Old Bailey, E.C.4

8 CHARLES HOLLIDAY LTD.
13-14 Little Britain, E.C.1

9 A. V. HUMPHRIES LTD.
4 Warwick Lane, E.C.4, and
5 Newgate Street, E.C.1

10 MILLS FABRICS LTD.
51 Bow Lane, E.C.4.

11 WILLIAM O'HANLON & CO. LTD.
3-4 Newgate Street, E.C.1

12 STONARDS LTD.
10-13 Newgate Street, E.C.1

13 JOSEPH F. WATERS LTD.
12-13 Mumford Court, E.C.2

"What are they looking at?" was the question many people asked before they, too, stopped to peer in at the furnished room glimpsed through a house-type window at T. B. & W. Cockayne, Ltd., Sheffield.

RETAIL SELLING PLANS

Here is the cosy "room" which passers-by crowded to see. Centrepiece is the fireplace, borrowed from a local firm, with an imitation fire glowing cheerfully in the grate. A dining set is displayed, while books, radio, and pictures on the wall, give a realistic atmosphere.

A House In Shop Window Draws Crowd

DURING a recent "Furnishing Feature" promotion at the store of T. B. & W. Cockayne, Ltd., Angel Street, Sheffield, held while the "News Chronicle" New Elizabethan Homes exhibition was at the store, special displays of furniture and furnishings were installed in the shop's windows.

Imitation House Window

The most novel of these displays was one in which the window was made to look like the wall of a house. The inside of the window was covered with printed brick-pattern paper of the type obtainable from suppliers of display materials, and a normal house window was fitted in the centre of the "bricks." This window was curtained and the "room" inside was furnished as a dining room complete with fireplace, five-light ceiling fitting, and pictures on the walls. The fireplace was borrowed from a local firm, and an imitation fire "burnt" cheerfully in the grate.

The display proved a great attraction as the majority of people passing by could not resist walking up to the window and peering inside. The display could not be seen properly unless looked at in this way.

Cockayne's display manager told *Furnishing World* that the cost of the display was comparatively low. The only items required in addition to the normal furniture display were the paper and the window frame. This frame was made by the store's own joinery department and was the normal depth of about five inches. The expense of having curtain runners fitted and curtains made was avoided by having slots cut in the top part of the window frame. The ends of a length of curtain material were tucked into these slots and after draping the material at the sides, the surplus was allowed to rest on the floor under the window, out of sight to people looking in from outside.

The framework for the nine panes was cut out of a piece of hardboard. One precaution taken was the draping of dark material on the inside of the brick paper to prevent light from striking through the paper after dark.

The "News Chronicle" exhibition of New Elizabethan Homes was held in the arcade of the store and advantage was taken of this attraction by dressing the arcade windows with furniture and furnishings.

Focus on Store's "Backroom Boys"

A "Store Services Week" was held earlier this month by G. L. Wilson, Ltd., of The Corner, Dundee. This was organised in order to publicise the less glamorous but very essential services which the store operates, and which are excellent ways of building and maintaining customers' goodwill.

Included in this list of available services were quilt-recovering, curtain-making—carried out within seven days and only costing a few shillings—and loose-cover making.

Also in the list were upholstery work, which cover repairs, adjustments and renewal work on upholstered goods, and blind-making. All these sections are repeatedly required by customers but normally receive much less publicity than the selling departments.

The method of promotion was by Press advertisements listing the store's service sections, and these were supplemented by special promotions inside the building.

Wilson's experienced a very satisfactory response to this policy, many customers remarking on the facilities available, and additional business being done by the store's "backroom boys."

"Among our Contemporaries ..."

a **new** beauty of outline

a **new** conception of comfort

Buckingham

These two divans, with bed heads of exclusive design, are covered in a contemporary fast colour print by Story (Fabrics) Ltd., and are from the fine new range being shown on

STAND B12

GROUND FLOOR

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Selling Office Efficiency By Specialist Promotions

A Business Efficiency Exhibition is to be held at Leeds from February 23 to 26, by the Office Appliance and Business Equipment Trades Association. This theme of efficiency at work affords an opportunity to local retailers to tie up with special promotions stressing their ability to provide the right furniture for the office and to advise on suitable furnishing schemes for commercial and industrial undertakings.

NOT only during an exhibition, but all the year round there is good business to be had by furnishers in providing for the needs of offices in their locality.

More than three million people in this country are officially classed as office workers. This figure, which represents one-eighth of the working population, does not include many categories of professional men, and the all-in total is probably nearer one-sixth of those earning a living.

An enterprising furnisher might well ask himself: how much business am I doing with offices in my town? Is my trade keeping pace with local developments? Am I getting a fair share of replacement business for out-worn office equipment?

Much time and thought is given to the furnishing of homes, to the colour schemes to be adopted, to the acquisition of attractive furniture, to interior decoration and to the details of household equipment, yet in the office where many men and women spend more than half their waking hours, the suitability of the furnishing and furniture is too often the last matter to be considered. This point should be stressed in promotions and displays.

After the quality of its products or its services a firm's offices should be its most permanent advertisement; and, on the basis of value for money also, modern office equipment is an economy and a profitable investment, making for efficiency and increasing the working capacity of staff.

Broadly speaking, office furnishing may be classified under three heads: Staff—Records—Stock.

For the staff, provision has to be made for desks, tables, seating accommodation, and other equipment needed for carrying out their work. For the records of the business, receptacles for the safe keeping of documents, books, and so on must be provided, and, for stock, storage cupboards, bins, racks, etc., are required. The size and shape of the rooms, the number of employees to be accommodated in each, the normal routine, the comfort and appropriate equipping of staff, the possibilities of expansion and general appearance, must all be borne in mind.

Initial necessities for the retailer supplying office furnishings should include a scale plan of ¼ inch or, in the case of large areas, ⅛ inch to the foot. Lists should next be prepared of all employees to occupy the respective space with a brief summary of the work of each, for in a general office the type of routine work to be done has a bearing on the aisle widths.

Yet another worthwhile step is a summary of the sequence of work between departments, those having the closest contact being placed adjacent to each other so that work will flow with the minimum travel from one to another and from desk to desk. Passages leading to main exits should be not less than 44 inches in width, and, in a big company, space allocation should be in the region of 100 square feet per person. Space between desks, it is recommended, should be 36 inches for a secondary aisle, 44 inches for intermediate aisles, and 60 inches for a main aisle.

Chairs are a potential aid to efficiency. Office working chairs to-day are specifically designed to support the worker comfortably in correct relationship to his work so that muscular strain is avoided and the work more easily performed with less fatigue. Separate types are made for typists, secretaries, senior clerks, executives and draughtsmen and the same chairs are not really suitable for all and sundry, if the best results are to be obtained from staff.

Colour planning is another point to be stressed in promotions of office furnishings. If wood furniture is to be installed the use of a light colour wood can increase the brightness of a room by as much as twenty per cent. Light oak in particular tends to reflect the natural light.

The same principle applies in the case of steel furniture and here the range of colours available to-day is wide and much study has been given in its design to the subject of light reflection.

Many fabrics being produced to-day are well suited to offices, but it is rare to come across window or showroom displays of these demonstrating the wide choice that exists for all branches of office life from the board room to the works canteen. Yet there is plenty of scope for increased sales of fabrics to local firms, and businessmen, whose time is valuable, will appreciate it if these, as well as the office furniture itself, can be provided speedily and efficiently by a local store.

New Display Book

BEFORE the man who is handling window and showroom displays for shop or store can do the job well he must understand the basic elements of this work. The professional display man generally acquires this knowledge in his art-school training, or receives it from an experienced senior man whose instructions he carries out during his daily work in the display department of a store.

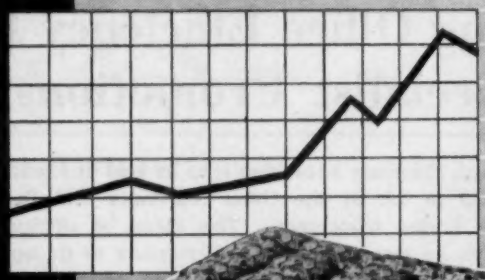
There are, however, very many shops and stores of small-to-medium size who do not employ a professional display manager, but who have to compete for the public's attention with concerns employing expert display staff.

A comprehensive textbook intended as a guide to the amateur student of display as well as to those belonging to classes at schools and training centres, has now been brought out by Blandford Press. This is "The New Practical Display Instructor," by H. C. Murrills, F.B.D.A., F.R.S.A., an entirely new edition of the earlier standard work by this authority. (Published at 18s. 6d.)

The book is profusely illustrated, and the examples of window displays from this country and abroad have been selected for their "selling" as much as for their artistic qualities.

Because Mr. Murrills' book covers the whole field of display in all trades, it is necessarily couched in general terms, and only two chapters deal specifically with the display problems of house furnishers. The approach to display work, however, is sound and practical, and it studied carefully the book will give a thorough knowledge of the elementary but necessary methods used in this essential selling aid.

A FAST SELLING MATTRESS



Serial No. ★ 2115
BRITISH
GOOD HOUSEKEEPING INSTITUTE
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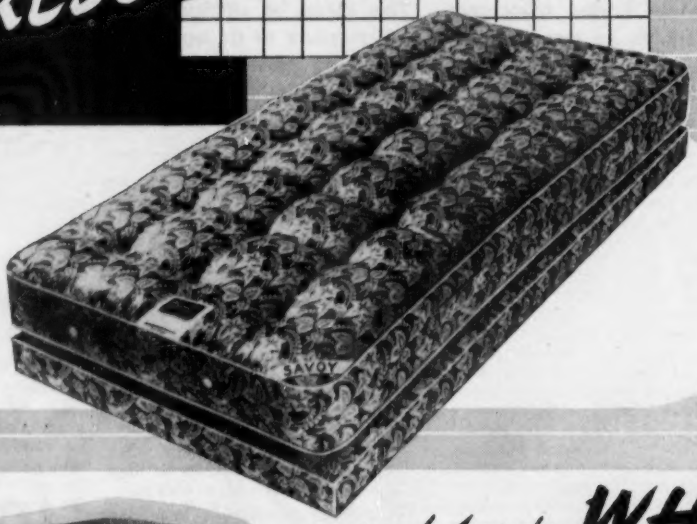
1877



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(3-day in certain cases) solves your stock problem—saves your capital—cuts your overheads—brings you satisfied customers, extra sales and profits !

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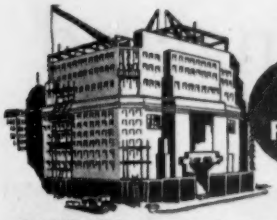

ADVANCE NEWS OF FURNISHING CONTRACTS

DAWLISH. An enquiry has been held into the application by the U.D.C. for loan sanction of the cost of purchase and adaptation of Shaftesbury Hall to form a public hall, at £15,490.

WARWICKSHIRE. C.C. Buildings Committee reports that working drawing for improvements and additions to the Judges' House, Warwick, at an estimated cost of £14,800, are being prepared.

C.C. Children's Committee has approved a revised scheme for the proposed erection of a new residential nursery at Myton Hamlet, Warwick, at an estimated cost of £36,200.

CARDIFF. Welfare Committee has approved estimate of £4,400 for adaptation of outbuildings at Quarry Hill Home for additional accommodation for 17 residents.

COVENTRY. An aged persons' home is planned by the T.C. at Bell Green Neighbourhood Unit, the cost of which is estimated at £41,200.

BRISTOL. The T.C. is recommended to approve plans for provision of an aged persons' home at Manor Farm estate, Horfield, at a cost of £34,000.

STOKE NEWINGTON. Watney Coombe, Reid and Co., Ltd., Stag Brewery, London, S.W.1, is making application to L.C.C. for permission to erect new licensed premises at Newnton Close, on the L.C.C. Estate.

ST. PANCRAS. B.C. is recommended to approve terms for lease to Mann, Crossman and Paulin, Ltd., of site for the proposed "Ancient Briton" public-house at Regent's Park area.

SEAHAM (Durham). A site for licensed premises at Westlea Estate is sought from the U.D.C. by Vaux and Associated Breweries, Ltd., The Brewery, Sunderland, Co. Durham.

WALLASEY. Tenders will be obtained in the near future by Liverpool Regional Hospital Board for extension of the Victoria Central Hospital, at Wallasey, for which plans have been provisionally approved by the Ministry. Work will probably start in the spring and is estimated to cost £100,000.

WALTON AND WEYBRIDGE. Urban Council have approved the erection of a town hall and civic centre on a site at New Zealand Avenue, the cost of which is estimated at £100,000.

WESTMINSTER. The Federation of British Industries proposes new offices at Dean Farrer Street, Westminster, S.W.1, to plans by Yates, Cook and Darbyshire, architects, 43 Great Marlborough Street, London, W.1.

WILTSHIRE. County Council as received approval of the Home Office for proposed new divisional police headquarters at Salisbury, estimated to cost £105,000.

NORTH RIDING. C.C. County Homes and Welfare Committee are seeking approval to expenditure of £4,704 for the erection of a permanent extension to High Hall, Bainbridge.

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Feb. 15th—25th 1954

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CLissold 2756-7

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182 OLD STREET,
LONDON, E.C.1

The first Elizabethans had a word for it

"All the youth of England are on fire"

MAYBE it is imagination; or wishful thinking in this first year of the second Elizabethan Era. But no, it's something more than that, the old lion has young blood in his veins again. To climb the world's highest mountain and cross the Atlantic underseas all in one month is something more tangible than wishful pride.

The youth of England—of the Empire are on fire. Slowly the days are coming back, the days we remember as children, when we had good reason to be proud and strong. The wheel has turned full circle—there is a new benign sense of national pride that over-rides all political feeling. Let us not ignore this opportunity. Those of us who manage and direct must feel this new enthusiasm; harness it to a greater efficiency, to the desire to do a better job. Our personal duty is to set the pace, not exploit the opportunity. The chance we have long awaited since the war is now at hand.

"Henry V." A J. Arthur Rank Organisation release.

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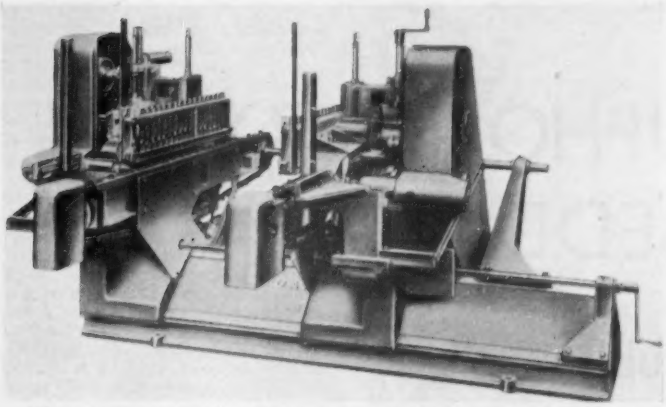
Preview of the Machinery Exhibits at Earls Court

Accent is on Efficiency

MANUFACTURING TECHNIQUES AND IDEAS



This automatic double ended tenoner will be shown by Danckaerts Woodworking Machinery, Ltd.

AS one might expect, woodworking machinery manufacturers who are exhibiting at the British Furniture Exhibition, opening at Earls Court on Monday, are laying their main stress on increased efficiency. New machines are for the most part designed to reduce production costs by saving man and machine hours.

These points are emphasised particularly by Danckaerts Woodworking Machinery, Ltd., who have made a point of showing mainly machines which have been designed during the past two years for the express purpose of giving greater output, more accuracy, and saving man hours.

To meet a demand for a moderately priced double ended tenoner which will not occupy too much space in the mill, Danckaerts are showing the new machine illustrated here. It is designed for short runs, they say, as all its adjustments can be made easily in a few minutes.

Their four-cutter planer and moulder takes advantage of the considerable advance made by manufacturers of nylon-centred endless belts. It is driven by standard motors, which they claim are more reliable and less costly than integral units fed through a frequency changer.

A new infinitely variable speed feeding mechanism by expanding vee belt pulleys, it is claimed, permits changes of feed speed while the machine is actually running.

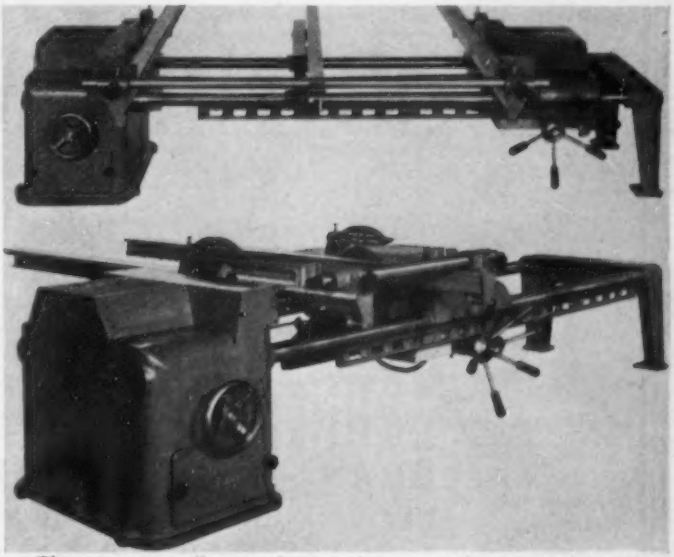
A multiple rip saw to be shown by the same firm is also new to the Furniture Exhibition. Occupying very little space, it is primarily designed for light framing, ceiling laths, cutting up timber for moulding, and so on. This, too has the new infinitely variable feed gear. It is claimed that it will replace straight line edgers in many cases and permit considerable savings of wood and labour.

The 25½ inch double drum sander to be exhibited is reported to be the main item in the record number of drum sanders Danckaerts have sold to furniture manufacturers in the past year. They claim that it will replace five and six belt sanders and produce more accurate work.

On the Interwood Ltd. stands we shall see a number of new and familiar machines, some of the latter incorporating new developments. Two views of their motorised double cut-off and squaring sawbench, expected to be shown, are illustrated with this feature.

To be shown under power at the Exhibition, for the first time, is their automatic multiple copying lathe. This is a multi-spindle lathe which will turn three pieces at once. An important feature is the variable speed of travel, allowing heavy cuts to be made in specific places without necessitating a slow turning speed throughout the job. The table over

(Continued on page 179)



These two views illustrate the main features of the motorised double cut-off and squaring sawbench to be shown by Interwood, Ltd.

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New Machines at Earls Court Exhibition

(Continued from page 177)

which the cutter heads travel is designed for the insertion of slides which automatically cut down the travel speed.

The two and three drum sanders on view on these stands will embody the latest Interwood development of controlled pressure under the guideways supporting the endless slat feed-chain bed. Instead of being spring-loaded the guideways are on pneumatically controlled cushions.

Also to be shown for the first time at this exhibition is their motorised lathe glue spreader. It is claimed to glue single sides of laths up to 50mm. thick without squeeze-out. Segments of the gluing roller can be adjusted to give a gluing width controllable in 1 mm. stages up to the miximum working width of 4 inches.

Among the small items is the Tempo new type mobile portable gluer. This air-pressure glue-pot has a built-in compressed air reservoir and can be used independently of any compressed air supply. A variety of nozzles allow the glue to be applied as required.

Two heavy duty electric high speed routers will be shown with the new 3-4 h.p. high frequency motor unit. These are claimed to be the most powerful machines of their type in the world. One of them will be shown with the compound moving table for the first time at the Furniture Exhibition.

Others having their first showing at this exhibition include a drawer sanding and sizing machine—sizing drawers as well as sanding both sides; the Frommia automatic universal feed attachment—with pressure rollers individually spring-mounted; a twin vacuum veneer press and vertical and horizontal belt sanders.

A range of sanding machines will be demonstrated on the Sundstrand Sanders, Ltd. stand, including the Sundstrand, Wunpad and Johnson machines. They are available in a number of sizes for finishing operations on flat or curved surfaces of large or small areas. The machines are described as hand-held and easy to use.

This stand will also show the Norgren range of air line equipment for maintaining the efficiency of all air-operated tools. The air purifier illustrated with this article is included in this range.

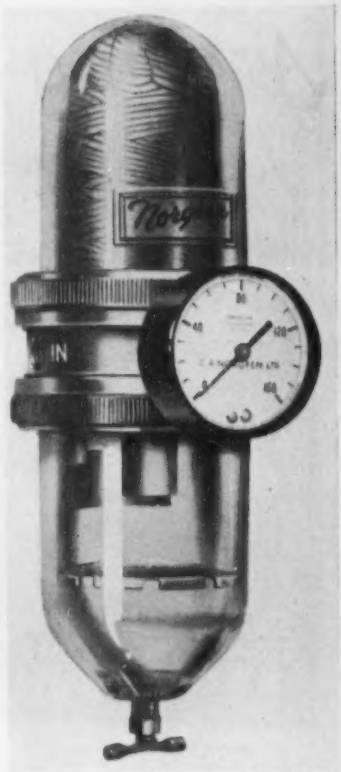
The air-operated chair cramp to be shown by Rye Machinery Sales (High Wycombe), Ltd. has never been exhibited before. It is a new model with a much increased capacity.

Prominent on the Rye stand will be their multi-head slot mortiser. They state that three independent lengths of mortise can be cut in the same operation on this machine. It has three direct motorised heads, operated from a frequency changer, with spindle speeds of 12,000 r.p.m. Other features are automatic air cramps and automatic table feed.

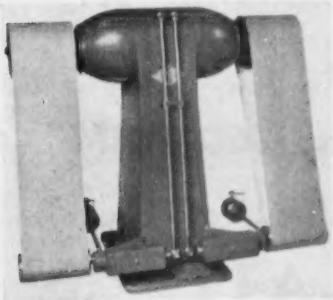
The manufacturers believe the Rye two drum sanding machine (illustrated here) to be the only one with backstand attachment intended for the furniture manufacturer.

A comprehensive exhibit of veneer and plywood machinery and special woodworking machines is being shown by H. Schubert, Ltd. It includes three hydraulic presses, other machinery of their own manufacture, and several woodworking machines for which they are agents.

(Continued on page 181)



To ensure a clean, dry air supply for paint spray guns Sundstrand Sanders are showing this Norgren air purifier.



This Rye two-drum sanding machine to be shown by Rye Machinery Sales (High Wycombe), Ltd., has backstand attachment and two 8-inch solid drums.

IG FURNITURE

Bedroom Suites of Distinction

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STAND 10K
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FEB. 15th—25th

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We cordially invite you to visit our stand and inspect our latest range of models

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'ETON'
4' 6" DINING SET
in OAK

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Stand 16D—17M

B. F. M. EXHIBITION
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Debut of 'New Look' in Bedding Ticks

WHETHER they like it or not the whole bedding trade is going to be interested in the revolutionary designs of Continental mattress ticking to be exhibited by Sleepy Valley (Bedding), Ltd. next Wednesday and Thursday at the Norfolk Hotel, South Kensington.

They claim to be introducing a "new look" in bedding covers going far beyond anything which the trade has seen before. From a progressive Belgian manufacturer they have ordered considerable quantities of the new ticking, which is different in weave, design, colour, texture and finish from anything at present on the market.

Wisely, they have refrained from showing the material until it can be seen made up into spring-interior mattresses and divans at their exhibition. The impact of the finished article is bound to be much greater than that of a bundle of samples, and must produce a reaction, whether favourable or not. Sleepy Valley express great confidence that the reaction will be favourable.

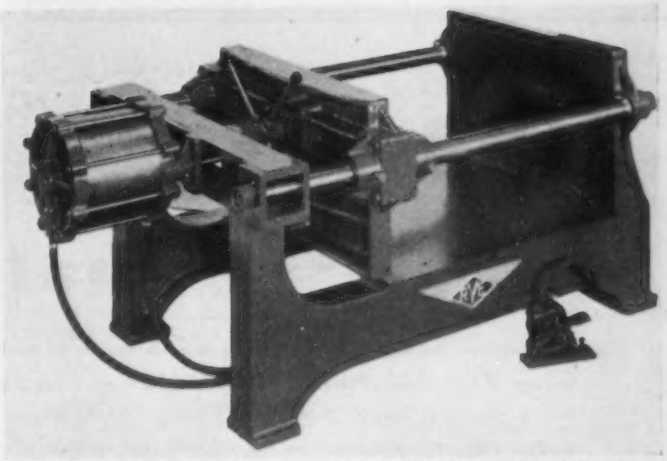
Another advantage of this method of introducing the new line is that all their retailers get a chance to see it right at the start of the campaign, instead of at various times spread over the month during which the representatives would be making their rounds.

Details of the weave are not yet announced, but with the much bolder and freer designs of the cover materal very striking effects are being obtained. The unconventional designs are entirely different from existing ideas, with unusual colour combinations in pastel shades.

Parts of the pattern are raised, giving almost the effect of a pile. The whole effect creates a sub-conscious impression of warmth and comfort—a big asset for saleability. American buyers, incidentally, have placed big order with the Belgian manufacturers.

Although the new fabric gives the effect of the latest thing in luxury mattresses, say Sleepy Valley, it is not expensive, and the made-up goods come comfortably within the medium price range.

The company placed their orders for the material promptly, so that deliveries to retailers can be made at the beginning of April in good time for the late spring and early summer trade.



This exhibit of Rye Machinery Sales (High Wycombe), Ltd., the Rye air-operated chair cramp, is having its first showing.

New Presses at Exhibition

(Continued from page 179)

Fully automatic pressure control is claimed for their hydraulic hot plate veneer and plywood press. It is fitted with six solid high tensile steel platens, arranged for steam heating, with built-in hydraulic pumps.

Their hydraulic hot plate press (type MRL 100) is claimed to be a new development in press design. It is fitted with four electrically heated platens, 8 ft. by 4 ft., or to customers' requirements. Equal pressure distribution is ensured by eight rams fitted underneath the heavy fabricated steel table, and the operating cycles are fully automatic.

Another type of hydraulic press shown is designed for varied uses, including flat veneered work and shaped work by means of electrically heated male and female moulds.

A 24 inch glue spreader represents a range of spreaders in widths from 12 to 36 inches. They claim the trough arrangement makes the machine most suitable for short-life glues such as those used with high frequency or bag press operations.

For light constructional work and veneering they are showing a vacuum panel shaping and veneering press with many patented features such as automatic clamping and infra-red heating.

Guillotines include an automatic veneer jointing guillotine with 75 inch cutting length and compressed air operated pressure beam, and a hand operated guillotine with 50 inch width.

Their tapeless veneer splicer is of new design incorporating automatic direct glue applicator, new-type electric heating arrangement, centralised adjustments, variable feed control and automatic veneer discharge.

TAYWIL
THE CARPET SWEEPER
with the dustpan at the top!
RETAIL 57/6 INC. TAX
48 Hour Delivery Service by Passenger Train, Carriage Paid if ordered in units of three sweepers.
it's the sweeper with a difference!
says TOPSY TAYWIL
TAYLOR & WILSON LTD Taywil Works - Accrington - Lancs

Every time it Rings . . .

it's a challenge !

Manufacturers' delivery promises are a big thing in the life of the busy retailer. Guaranteed regular delivery of high quality Guaranteed Bedding Products are things that we at "Warwick Upholstery" care a great deal about. Remember the name "Sprung Slumber"—the most inexpensive high quality, fully sprung mattress on the market— and guaranteed for FIVE YEARS. We'll be happy to send you full particulars of our range and advise you when regular delivery is made in your district if you will send us your name and address.

The Warwick Upholstery Co. Ltd. maintains a special Service Department dealing with every aspect of Retailers' requirements. Telephone orders have a high priority. Do not hesitate to get in touch with us—the telephone number is COLNBROOK 257.

Sprung Slumber

THE WARWICK UPHOLSTERY CO. LTD. COLNBROOK, BUCKS.

S1b

HARDWOOD MARKET
By Quercus

U.S. Reports Point To Dollar Trade

THE persistent rumours that the next few months may see a re-opening in some form of the dollar hardwood market have been strengthened by a recent report. United States hardwood shippers have taken action through one of their leading organisations to form a committee to examine and, if possible, help to remove the obstacles still remaining in the way of reopening the traditional market in hardwoods with the United Kingdom. Similar action has been taken by the Hardwood Importers' Section of the Timber Trade Federation, and a plan has been, or is being, prepared for submission to the Government with a view to getting the dollar market reopened. If this is successful, it may, in the initial stages, mean only token shipments of dollar woods. Even so, it is obvious that this would have a profound effect on other markets where prices for many species have recently taken a sharp upward trend.

* * *

No doubt the uncertainty engendered by the present dollar market situation is playing a large part in formulating current market conditions. Importers hesitate to place bulk contracts in the Japanese market and some of the European sources of supply where prices are rising, in case there should be a sudden lifting of restrictions on the free entry of dollar hardwoods from the United States and Canada. Conversely, it is realised that a fair volume of business must continue to be placed to provide adequate stocks during the first nine months of 1954, particularly if the decision on dollar hardwoods by the authorities should be adverse.

* * *

The main feature of trading in the plywood section of the trade continues to be the disposal of reasonably large quantities of the National stock. By the end of February the total amount of the unsold balance should not be great.

This New Motor Helps To Solve Your Space Problems

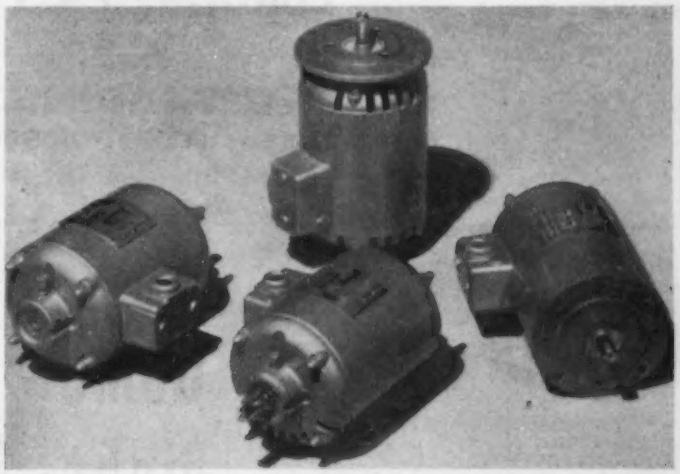
FOR light industrial purposes, particularly where space is limited, Brook Motors, Ltd., of Huddersfield, have produced a new fractional horse power electric motor, the Cub "Gryphon" B.S.42.

It is guaranteed for twelve months, and every motor is fully tested in compliance with B.S.S. 170-1939 section 10, including tests for starting and acceleration torque, full load and running balance. They are fitted with terminal board and die-cast cover with conduit entry, and are arranged for direct starting.

Ball bearings are fitted on all types, but oil ring bearings are supplied as an alternative. Types include protected or totally enclosed, flange with or without feet, and face mounted.

Speeds on 50 cycles supply are 3,000, 1,500 or 1,000 r.p.m. synchronous, or 2,800, 1,380 or 880 r.p.m. on full load. Standard voltage for three phase supply is 400-440, and single phase supply 200 in tens to 250. Starting winding on single phase is controlled by an internal centrifugal switch described as of robust and reliable design.

Finish is in polychromatic green enamel over a filling of enamel primer and finally baked, though other colours can be supplied for quantity orders. Full motor particulars are given on the fitted nameplate.



Four types of the Brook B.S.42 fractional horse power motor. They are the protected and totally enclosed foot mounting, and flange and face mounting.

HYPNOS Mattresses and Pillows
WILLIAM·S·TOMS·LIMITED
HIGH WYCOMBE AND EXETER
Hypnos Productions: Spring Interior Mattresses. Divans. Bedsteads and Spring Mattresses.

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TO COINCIDE WITH THE FURNITURE TRADE EXHIBITION WE ARE DISPLAYING AN ENTIRELY NEW RANGE OF DESIGNS IN ALL MOQUETTES, TAPESTRIES, ETC., AT KEENEST PRICES AND A CORDIAL INVITATION IS EXTENDED TO VISIT OUR PREMISES AT

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"Come in the afternoon — come in the morning
Come when you're looked for, or come without warning." (from THE WELCOME)

We hope you will act upon this hearty old verse and give us a call at Stand 6x. We shall be glad to show you some of our latest productions, and to have a chat about business trends and opportunities. Our range includes :—

Occasional Furniture
Bedding
Kitchen, Bedroom
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Trading Results

Big Vono Increase

UNTAXED profit of **Vono Industrial Products,** the holding concern, rose by £209,636 to £730,920 for the year to August 31, and the net balance by £77,612 to £294,607 after a higher taxation charge. Final dividend of 20 per cent makes a total of 25 per cent on the £784,056 Ordinary, which was quadrupled last spring. Total distribution in 1951-2 (65 per cent on £196,014) was equivalent of 16¼ per cent on the present capital.

Bluestone & Elvin Result

DIVIDEND of 30 per cent, as for the past seven years, is to be paid by **Bluestone and Elvin, Ltd.,** this year on capital increased by a 20 per cent scrip issue. Gross trading profit at £365,854 is up by £20,840. Tax deduction is £204,185 £208,952). Net profit at £109,460 is increased by 24 per cent. Issued capital has twice recently been enlarged by scrip issues: by 33⅓ per cent (1950), and 25 per cent (1951).

Trading Profit Down

TRADING profit of **Thames Plywood Manufacturers, Ltd.,** for the year to September 30 are down by £32,978 to £111,864, net profit being £52,998 (£57,554). Final dividend is again 10 per cent, making a total of 15 per cent, less income tax. A bonus of 2½ per cent, less income tax, was recommended. Excess of current assets over current liabilities is up by £9,001 at £334,233.

Hide Dividend Up To 50 p.c.

Dividend announced by **Hide & Co., Ltd.,** for the period from February 11, 1952, to January 31, 1953, is 50 per cent. This is on larger capital than 1952, when the figure was 40 per cent.

Jentique Interim

Interim dividend declared by **Jentique, Ltd.,** at 12½ per cent is the same as last year's interim, but on larger capital. Last year's total was 37½ per cent.

Profits Down £110,000

Group trading profits of **I. & J. Hyman, Ltd.** for the year to November 30 were £83,355 (£194,084). Final dividend of 6 per cent made a total of 15 per cent on the present capital of £250,000, compared with 18¾ and 30 per cent on £200,000. Net profit was £47,741 (£54,959).

Dividend Doubled

Dividend of 12½ per cent (10 per cent) with a bonus of 7½ per cent (nil) for the year to January 19, 1954, for **J. & N. Philips & Co., Ltd.,** amounts to a doubling of their Ordinary distribution. After deducting £183,633 (£129,520) taxation, net profit is £128,360 (£79,490).

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

John Charles **Merralls,** 293 Plains Avenue, Maidstone, Kent, lately carrying on business at 12 Station Road, Maidstone, upholsterer. Receiving Order and Order of Adjudication January 27.

Sidney Edward **Ferryman,** 190 Chester Road, Loughton, Essex, veneer preparer, lately carrying on business in partnership with another at 30 Old Hill Place, Stamford Hill, London, N.16. Application for discharge February 25 at Bankruptcy Buildings, Carey Street, London, W.C.2.

Patrick John **Hayward-Tilley,** carrying on business (formerly in partnership with another) at Grange Street, St. Albans, Herts, under the style of **B.T.C. Company,** cabinet maker. Application for discharge February 19 at The Town Hall, St. Albans.

Notice of Intended Dividend

George Edward Thomas **Tuckwell,** carrying on business as **"G. E. Tuckwell,"** 14 Rosemary Street, St. Pauls, Bristol, and formerly at 40 Castle Green, Bristol, chair frame manufacturers. No. 10 of 1952. Claims February 17 to George William Sisman, 26 Baldwin Street, Bristol, Official Receiver.

THE COMPANIES ACTS

Intended Dividend

Amhurst Furniture Co., Ltd., 22 Charing Cross Road, London, W.C.2, furniture manufacturers and distributors. No. 0092 of 1950. Claims February 17 to Frank Malcolm Collins, Official Receiver and Liquidator, Inveresk House, 346 Strand, London, W.C.2.

Dividend

Lambro, Ltd., 2 South Avenue, Kew, Surrey, furniture manufacturers, etc. No. 00296 of 1951. First and final of 11s. 5d. in the £ payable at the office of the Official Receiver and Liquidator, Inveresk House, 346 Strand, London, W.C.2.

BANKRUPTCY REPORT

Samuel **Bright,** 9 West Avenue, Hendon, and Michael **Abrahams,** 81 lately carrying on business in partnership as **"Universal Flush Woodwork Co."** at 13-14 Salmen Street, Bow, London, E.3.

A deficiency of £745 was admitted by debtors at the public examination. They said that in August, 1947, with £600 capital, provided equally, they started trading in equal partnership as "Universal

(Continued over page)

Stockroom Dates

Manufacturers are asked to note that details of stockrooms must reach the Editor by the Friday preceding the date of the issue in which insertion is requested.

M. A. RAPPORT & CO., LTD. February 15 to 19, at Royal Hotel, **CHELTENHAM.**

H. YANK & SONS, LTD. February 15 to 25 at their factory, 93 Virginia Road, **LONDON, E.C.2.**

BANKRUPTCY REPORT

(from previous page)

Flush Woodwork Co." at 13-14 Salmen Street, Bow, where they rented a workshop at £30 a month. Later they acquired a second workshop at the same premises and thereafter paid an inclusive rent of £54 6s. a month.

They obtained machinery on hire purchase and traded profitably until 1951. In May of that year they agreed to enter a joint venture with another firm, for the manufacture and sale of suites of furniture, the profits to be shared equally. The debtors supplied the frames at agreed cost prices until December, 1951, when they terminated the agreement.

In April, 1952, experiencing financial difficulty, they sold all their trade machinery for £500, but the purchaser allowed them to continue to use the machinery at a rental of £100 a year. He later took possession, however, and debtors ceased trading in October last.

The bankruptcy proceedings were taken against the debtors by a trade creditor who obtained judgment in August, 1953, for just over £300.

The examination was concluded.

"World" Service Bureau

Some Enquiries Answered

9425.—4 ft. fitted wardrobes in bird's-eye maple.

9426.—Shoe cupboards.

9427.—Address of M. & C. Wickham.

9428.—Brass ends with castors for dining tables.

9429.—Wheelback coffee lounge chairs and tables.

9430.—Boardroom furniture.

9431.—Seagrass stools.

9432.—"Hardura" floorcovering.

9433.—Dates when public are admitted to Earls Court Exhibition.

9434.—Address of Web-Harven Furniture, Ltd.

9435.—"Langham" adjustable stools.

9436.—Plastic covered tension springs.

9437.—Upholstered café type stools.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Bradshaw, Eric Leslie, 36 Devon Road, Swindon, furniture salesman. £15 2s. 2d. January 4.

Strachan, Andrew, 63 Gordon Gardens, London, N.W.6, carpet manufacturer. £15 14s. 10d. December 31.

Harbrook Furniture, Ltd., 95/97 Maple Road, Penge, S.E.20. £28 17s. 7d. December 11.

Shulman (male), 178/180 Brick Lane, London, E.1, linoleum dealer. £76 10s. 1d. November 27.

Crooks, J. K. (male), 46 Lindsey Avenue, Sheffield, cabinet maker. £15 5s. 3d. December 18.

Senior, Albert Wilde **(T/A Eastbourne Bedding Co.)**, 37a The Goffs, Eastbourne, bedding manufacturer. £23 2s. 10d. January 7.

Mitchell, T. E. (male) **(T/A Mitchells)**, 73 Commercial Road, Ashley Cross, Parkstone, upholsterers. £17 18s. January 6.

FINANCE
FOR HIRE PURCHASE
RATHMINES Phone: EDGBASTON 1742
PROPERTY & FINANCE Co., Ltd.
BLOCK DISCOUNTS — COMPETITIVE RATES
5, ARTHUR ROAD, EDGBASTON, BIRMINGHAM, 15

Diary Dates

Now until February 18.—B.F.M. Northern Exhibition at City Hall, Manchester.

February 15 to 25.—B.F.M. Earls Court Exhibition.

February 17.— Annual General Meeting of Association of Master Upholsterers.

February 17.—Annual Dinner, W.F.T.A., Normandie Hotel, London, S.W.7.

February 18.— Annual General Meeting and Luncheon of N.A.R.F. at Connaught Rooms, London.

February 18.—Festival Dinner of F.T.B.A. at Grosvenor House, London.

February 23.—Annual Dinner of National Bedding Federation at Grosvenor House, London.

March 2 to 27.—"Daily Mail" Ideal Home Exhibition at Olympia, London.

March 3.—Annual General Meeting of Birmingham and West Midlands F.M.A.

March 4.—Annual general meeting of London and Southern Wholesale Furniture Traders' Association at Bonnington Hotel, Southampton Row, London, 6 p.m.

March 9.—Annual dance of Birmingham and District Area F.T.B.A., at Grand Hotel, Birmingham. Tickets from Mr. A. S. Garner, 145 Aubrey Road, Birmingham, 10.

March 10.—Annual Ball of Leeds, Bradford and District Area, F.T.B.A., at Grand Hotel, Harrogate.

March 15. Annual dinner and dance of Sheffield and District F.T.B.A. at Royal Victoria Hotel, Sheffield.

April 7.—Annual dance of Newcastle-on-Tyne and Northern Area F.T.B.A., at Old Assembly Rooms, Newcastle-on-Tyne; in conjunction with North-East Furnishing Employers' Federation dinner.

April 13.—Annual General Meeting and Luncheon of L.F.M.

April 23 to 25.—Annual Conference of Scottish House Furnishers' Federation at Hydro, Dunblane.

April 25 to 27.—Annual Conference of Association of Master Upholsterers at Ettington Hotel, Stratford-on-Avon.

April 29 to May 3.—Annual Convention of National Bedding Federation at Torquay.

Branch Closes Down

The branch of Carpetways at 1c Walm Lane, Willesden Green, N.W.2, has been closed down and the business transferred to the firm's head office showrooms at 181 North End, Croydon, Surrey.

S. GRANT (FURNITURE) LTD. LONDON
A GRANT PRODUCTION

S. GRANT (FURNITURE) LTD.

announce the introduction of

AN ENTIRELY NEW

RANGE OF

DINING ROOM SUITES

and a Contemporary Range in
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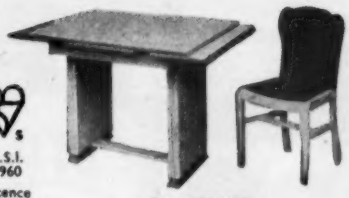
See also **THE ONLY SUITE IN BIRD'S EYE MAPLE**

On show at the Exhibition in the
same Price and Quality range



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HARROW ROAD, LEYTONSTONE, LONDON, E.11
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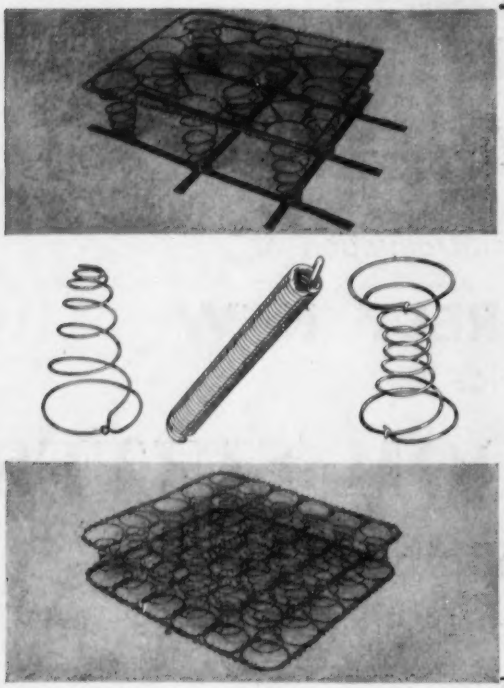

Springs and spring interiors for the Upholstery and Bedding Trades

E. PASS & CO. LTD.
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Telephone: Denton 3001/2/3

Manufacturers of
DOWELS
- CUT DOWEL PINS
- BROOM HANDLES
- TENT POLES, ETC.

SAINTER BROS LTD.
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LARGEST MANUFACTURERS OF DOWELS IN THIS COUNTRY

SBS BRAND

Just in time for Spring sales — the YEADON Bedroom Suite. 4′0″ Wardrobe, 3′3″ Sunk Centre Dressing Chest, 2′6″ 4-drawer Chest of Drawers. Gent's Robe also available. 3′0″, 4′0″ and 4′6″ Beds to match.

Lawrencia shows new 'value-for-money' lines

— says TOM MALLET

LAWRENCIA Regd. FURNITURE

SWALLOW UPHOLSTERY

You'll find a full display of Lawrencia Furniture and Swallow Upholstery at our Stand in the British Furniture Exhibition. And, as always, every piece shows the famous Lawrencia craftsmanship and the sheer 'value-for-money' qualities which have made Lawrencia a best-seller everywhere.

at Stand 15H, Ground Floor (NEAR WEST BROMPTON ENTRANCE)

WILLIAM LAWRENCE & CO. LTD., COLWICK, NOTTINGHAM

Finished, in the finest style...

...and with the finest materials

Write for our current price list of:—

HOT SPRAY LACQUERS • CELLULOSE BASE LACQUERS • GLOSSY, SEMI-MATT & MATT FINISHING LACQUERS • SEALERS • MATCHING COLOURS

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SHEFFIELD—
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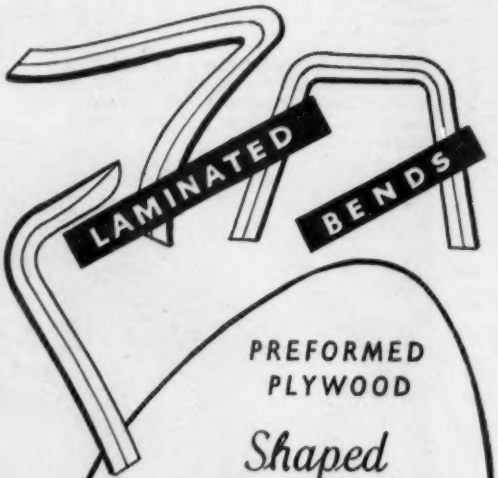
HIGH WYCOMBE—
19 Richardson Street, High Wycombe, Bucks
Telephone: High Wycombe 347



PREFORMED PLYWOOD

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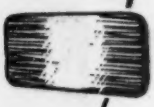
SEATS and BACKS

supplied to your own specifications



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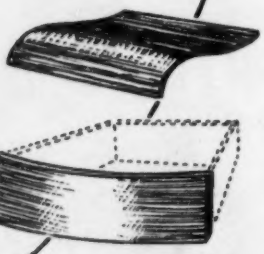
ALL TYPES OF LAMINATED CONSTRUCTIONAL BENDS AND PREFORMED PLYWOOD SHAPES



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Have pleasure in announcing the arrival of . . .

OAK, WALNUT AND MAHOGANY VENEERS

These veneers are now on display at —

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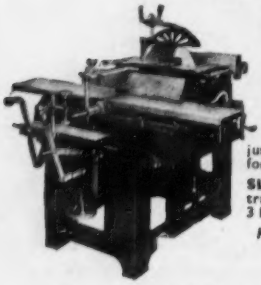
"ZYTO" WOODWORK MACHINES



"ZYTO" UNIVERSAL MOTORISED COMBINATION SAW BENCH. Rise and fall table 24" × 18" takes saws up to 15". Long rip fence with fine adjustment.

OVERHAND PLANER planes up to 9" wide, fully adjustable tables. Machined platform for rebates, etc.

SLOT MORTICER and Borer has transverse and longitudinal motion. 3 H.P. motor Veebelt drive.

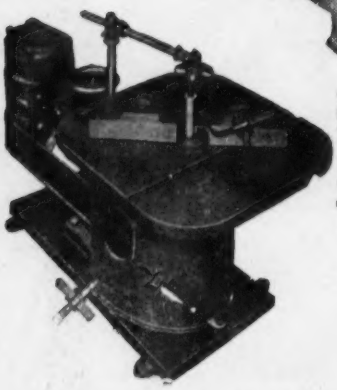
Price £170 7 0 (3 phase)

ALL MACHINES CAN BE SUPPLIED ON DEFERRED PAYMENTS IF MORE CONVENIENT

"ZYTO" 10" PRECISION MOTORISED SAW BENCH rise and fall and canting table 18" × 12" takes up to 10" saw. Ideal for repetition work. Adjustable Veebelt drive, built in dustchute, push button starter.

Price complete £41 16 6

Extention tables extra if required



"ZYTO" MOTORISED BENCH SPINDLE MOULDER. Adjustable all bearing spindle. able size 18" × 18" Veebelt drive. Adjustable belt tensioner.

1 H.P. motor (3 phase)

Price £54 5 0

STOCK LIST OF MODERN MOTORISED MACHINERY FREE ON REQUEST

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VULCAN LOOM

WOVEN FIBRE FURNITURE

MODEL No. 2073
In Loom Weave
Loose Sprung
Cushion

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EVERY KIND: DOWELS

OF EVERY KIND

Thompsons have been producing Woodturnings for the furniture trade for many, many years. They know how to produce good work, the requirements of the trade, and the importance of price and delivery times.

If it's drawer knobs, dowels, or fancy turnings for decoration, whatever it is get in touch with Thompsons.

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Established 1862
Woodturners of engineers' precision — standards to 1001 trades —
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CROSSHILLS KEIGHLEY

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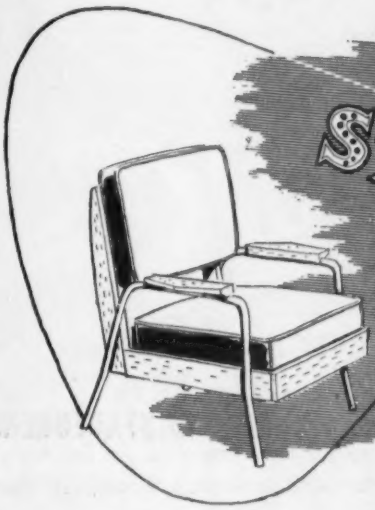
FEBRUARY, 15th — 25th



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We cordially invite you to visit our stand at the BFM Exhibition where we are displaying the latest designs in Fireside chairs, 3 piece Suites, Nursery Furniture, Piano Stools and occasional Furniture.

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BLUED STEEL SPRINGS INDICATING FINE AND ACCURATE TEMPER AFTER MANUFACTURE–FOR SUPER RESILIENCY AND LONGER LIFE

ALL OUR MATTRESS SPRING UNITS COMPLY FULLY WITH THE REQUIREMENTS OF THE BRITISH STANDARD FOR DOMESTIC BEDDING 1877-1952.

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ROYD MILL · HEBDEN RD · OXENHOPE 4 · Nr. KEIGHLEY · YORKS
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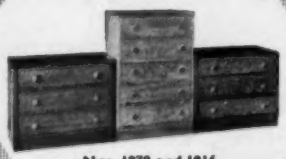
FRASER range PRICES REDUCED!

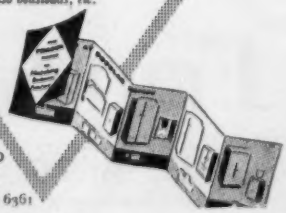
No. 1871
5 drawer chest with mirror



Nos. 1870 and 1916
Three drawer Chests and five drawer Chest as one unit

Prices down on the whole range. Owing to an improvement in design and increased production to meet demand we have been able to lower our costs. We hasten to pass this welcome price reduction on to you and your customers.

Write for leaflet showing full range. Also bedsteads, etc.



R. S. FRASER Ltd. LONDON. Furniture Makers
By Appointment to the late KING GEORGE VI

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FURNITURE BEDS MATTRESSES

WHARF ROAD
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BED HEAD · BED LIGHT · BED CABINET

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HERKELITE is novel, useful and economical and can be supplied to individual requirements. Also on show—new range of bedroom and occasional furniture.

Sole Manufacturers:

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SERLINS OF TOTTENHAM

SUPREME IN THE DISPLAY CABINET INDUSTRY

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L. SERLIN & SONS, LTD., Factory Lane, N.17

MAKERS OF CABINETS, BUREAUX, SECRETAIRES, ETC.

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We are sole agents for MASSILS OF MARSHMOOR in Central and East London and now hold large Stocks of their Queen Anne, Ball and Claw, turned and Contemporary Legs.

CABINET HARDWARE & WOODWARE

Veneered, Plain and Embossed Mouldings and ornaments. Furniture fittings, screws, nails etc.

UPHOLSTERERS' WAREHOUSEMEN

New and exclusive Contemporary Moquettes · Tapestries and Leather-cloths in popular shades

Pay us a visit when in London and inspect our large stocks at keen prices

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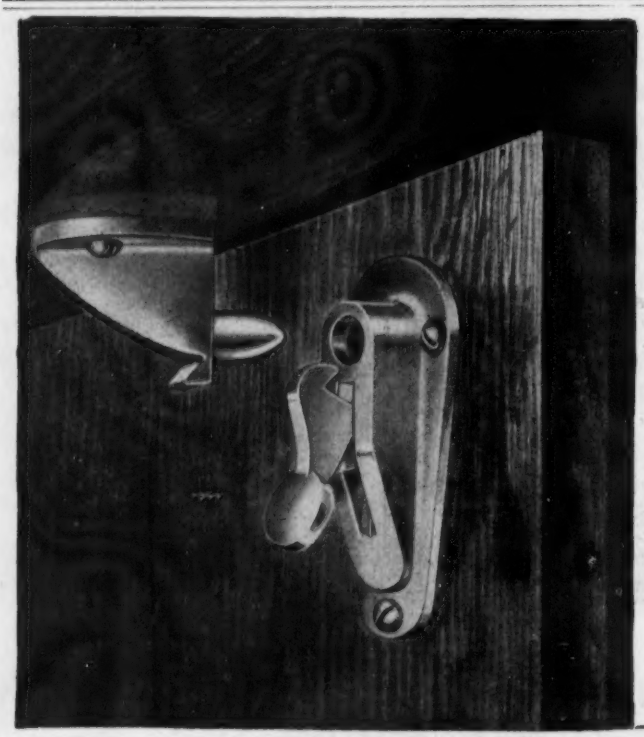

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No. 3550. An attractive functional Die-cast Wardrobe Fitting.

- Automatic closing action
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- Strong peg aligns door
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- Sturdy and Reliable
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- Registered Design

NICO MANUFACTURING CO.
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LETCHWORTH HERTS

Telephone: Letchworth 590

It'll pay you to Support this Revolution

There's a revolution afoot, and it can be right up your street if you stock some of the new furniture with WARERITE Surfaces. Housewives have been impressed with the idea put over in powerful full colour advertisements in National magazines that they should 'revolt' against drudgery by insisting on WARERITE-bright furniture. There's sense behind the scheme because the trend today *is* for new colourful materials combined with traditional grace, and furniture made with WARERITE Plastics is just this. There will be mutinous women on the hunt for WARERITE-bright surfaces. It will pay you to support the revolution!

This is one of the full colour advertisements now appearing in such journals as 'Good Housekeeping' 'Ideal Home' etc.

WARERITE
REGD. TRADE MARK
LAMINATED PLASTICS

Write for showcards, literature and names of furniture manufacturers who fit WARERITE surfaces

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W138

CLASSIFIED ADVERTISEMENTS

"Situations Vacant" and "Wanted" and "Representatives Wanted"—2/- a line. (15% Discount for three or more consecutive insertions.)

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SITUATIONS VACANT

THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 15-59 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

A KEEN, energetic furniture salesman used to hire purchase for medium class furnishers.—Apply by letter only to Messrs. Conway (Furnishers), Ltd., 3-4 Turnpike Parade, London, N.15.

A SITUATION is vacant in South Wales for a thoroughly sound, experienced, practical, Christian cabinet maker to take complete charge of a small factory manufacturing school and office furniture; the applicant must be thoroughly conversant with costing and the "D" scheme for purchase tax and an opportunity will be afforded, after a trial period to acquire a financial interest in this firm, if desired.—Box No. 9130 Furnishing World 180 Fleet St., E.C.4.

ALFRED GOSLETT, 127 Charing Cross Road, W.C.2, need another furniture salesman/clerk (25-30) with initiative and drive, also knowledge of carpets.—Write full particulars and salary required.

ASSEMBLY FOREMAN REQUIRED

Old-established manufacturers of high and medium class reproduction furniture require an assembly foreman.

The vacancy carries an excellent salary and offers a fine opportunity for a man with energy and initiative.

Only applicants with first-class experience and who is keen to advance his position need apply.

Works are situated in home counties and accommodation will be found if necessary.

Reply in strict confidence to Box No. 9096 Furnishing World 180 Fleet St. E.C.4.

SITUATIONS VACANT

CABINET SALESMAN fully experienced and used to good-class trade required, able to serve through if necessary.—Apply giving full details of previous experience to General Manager, Harrison Gibson, Ltd., 13/15 St. Matthew's Street, Ipswich.

FURNITURE SALESMAN, fully experienced, permanent good prospects; state age, experience and salary required.—Rhydwen Jones & Davies, Rhyl, North Wales.

GENERAL WORKS MANAGER: Owing to the retiral of a senior executive, a vacancy exists for a young man with experience of modern production methods and techniques for large factory producing occasional furniture and fireside chairs in the North.; this is a permanent and progressive position for the right man who must possess drive and initiative.—Apply in confidence, giving fullest details to Managing Director, Box No. 9123 Furnishing World 180 Fleet St. E.C.4.

CABINET MAKERS' FOREMAN

REQUIRED FOR DINING-ROOM FURNITURE, NORTH LONDON AREA; EXPERIENCED MEN ONLY NEED APPLY FOR POSITION WITH GOOD SALARY AND PROSPECTS.—APPLY BOX No. 9133 FURNISHING WORLD 180 FLEET ST. E.C.4.

MILL FOREMAN REQUIRED

Old-established manufacturers of high and medium class reproduction furniture require a mill foreman.

The vacancy carries an excellent salary and offers a fine opportunity for a man with energy and initiative.

Only applicants with first-class experience and who is keen to advance his position need apply.

Works are situated in home counties and accommodation will be found if necessary.

Reply in strict confidence to Box No. 9095 Furnishing World 180 Fleet St. E.C.4.

SITUATIONS VACANT

SOFT FURNISHINGS: Salesman, fully experienced, good prospects, take charge of workshops, able to estimate, etc.; state age, experience and salary required.—Rhydwen Jones & Davies, Ltd., Rhyl, North Wales.

SMART SALESMAN required for new branch opening shortly at Oxhey, near Watford; the position gives scope for advancement and only first-class men will be considered.—Apply G. W. Thompson, Ltd., 211 Salmon Lane, London, E.14.

JOHN BLUNDELL LTD.

Furniture buyer required for the Midland and Northern branches of the above company; duties comprise buying for and controlling stocks of some twenty branches situated between Lancaster and Leicester; residence requires to be within this area, Birmingham, Manchester or Sheffield preferred; good opportunity for capable young man used to working on own initiative and with the necessary knowledge of furniture and bedding.—Apply in confidence by letter in first place giving full particulars of experience, age and salary now earning, to: Managing Director, 364 Kensington High Street, London, W.14.

REPRESENTATIVES WANTED

REPRESENTATIVE REQUIRED

FOR NORTH-EAST COAST; EXCELLENT OPPORTUNITY FOR RIGHT MAN.—APPLY BY WRITTEN APPLICATION TO SALES DIRECTOR.

EXELOAK LIMITED

GARMAN ROAD, TOTTENHAM, N.17

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REPRESENTATIVES WANTED

A. WARING, LTD., require representation for their very competitive medium-class walnut and oak bedroom suites in these areas: **NORTHUMBERLAND** and area, **YORKSHIRE** and area, **LANCASHIRE** and area, and the **WEST COUNTRY**; although on a good commission basis these appointments will be permanent to the right men; our high output guarantees you full support.—Write to the **SALES DIRECTOR, A. WARING, LTD., WALLIS ROAD, LONDON, E.9.** Interviews can take place at **EARLS COURT, STAND 9 W, FIRST FLOOR.**

AN EASTERN Counties Representative, already calling on House Furnishers and Upholsterers and requiring an additional House, is offered an established connection for fabrics, etc. and upholstery sundries on commission basis. Write full particulars to Box No. 9116 Furnishing World 180 Fleet St. E.C.4.

CARPET WHOLESALERS, well-established, large stockists British goods, require the services of experienced representatives for:—

North-East England,
Wales,
Scotland.

Representatives with the requisite knowledge and experience can earn substantial remuneration.—Write Box No. 9097 Furnishing World 180 Fleet St. E.C.4.

A **LEADING** OCCASIONAL FURNITURE MANUFACTURER RUNNING A VERY **EXTENSIVE** AND **COMPETITIVE** RANGE OF CHINA AND COCKTAIL CABINETS, BUREAUX, SECRETAIRES, COFFEE TABLES, ETC., REQUIRES FIRST-CLASS REPRESENTATIVES IN THE FOLLOWING AREAS:—

1. LONDON,
2. HOME AND EASTERN COUNTIES,
3. **NORTH** SCOTLAND AND IRELAND.

TOP REMUNERATION TO REPRESENTATIVES WITH THE NECESSARY QUALIFICATIONS; ALL REPLIES TREATED IN THE STRICTEST **CONFIDENCE.**—MANAGING DIRECTOR, RUFUS FURNITURE CO., LTD., 63/65 COLUMBIA ROAD, LONDON, E.2. STAND 12c, EARLS COURT.

LONDON FIRM running full range of occasional furniture including china cabinets, bookcases, secretaires, bureaux, gate-legged tables, coffee tables, etc., **REQUIRES REPRESENTATIVES** at top rate of commission for the following areas:

(1) Wales
(2) Northumberland & Durham.
(3) Scotland.

Representatives who have established connections are invited to write in strict confidence to—Managing Director, W. Schwartz, Ltd., 104-108 Teesdale Street, London, E.2.

REPRESENTATIVES WANTED

FIRST-CLASS REPRESENTATIVE on commission for Gloucestershire, Oxford, Wilts, Somerset, Berks, with entree to high-class furnishers to carry good quality contemporary occasional furniture. —John Firth, Furniture, Honeybourne, Worcs.

IMPORTANT and old-established manufacturing firm specialising in kitchen cabinets in popular range and prices seeks representation in the following areas:—

1. Hertford, Beds, Cambridge, Essex, Norfolk and Lincs.
2. Berks, Hants, Surrey, Suffolk, etc.

Payment by commission; car essential; previous kitchen cabinet experience an advantage; interviews can be arranged at Earls Court.—Reply in confidence to Box No. 9131 Furnishing World 180 Fleet St. E.C.4.

JOSEPH WHITING & SON, manufacturers of upholstery and fireside chairs, require, preferably, a whole-time representative in the Midlands where an established connection exists.—Reply in confidence: to 25 Portland Square, Bristol, 2.

LONDON and Southern Counties representative required, one with connection in Furniture and Upholstery Trade to sell Brass Curtain Rail.—Apply Edward Gill, Ltd., 52-4, Hylton Street, Birmingham, 18

LUCRATIVE SECOND LINE offered to First Class Men in the following territories: Midlands, Home counties, and East Anglia. Large number of live accounts, tremendous demand.—**POUFFE MANUFACTURING CO., LTD.,** Cliffe Vale, Stoke-on-Trent.

OLD-ESTABLISHED manufacturers of secretaires and bookcases require representatives for Midlands and Potteries, Yorkshire and Derbyshire.—Box No. 9094 Furnishing World 180 Fleet St. E.C.4.

ONE OF THE LARGEST kitchen furniture manufacturers with household name requires representative for South-East Coast and Home Counties; applicants must be car-owner, have good existing connections and used to a large turnover. —Box No. 9132 Furnishing World 180 Fleet St. E.C.4.

LEWIS WOOLF & SONS, LTD., HOXTON SQUARE, SHOREDITCH, N.1, MANUFACTURERS OF NOTHING BUT HIDE SUITES; AN OPPORTUNITY ARISES FOR FIRST-CLASS REPRESENTATIVES TO TAKE OVER ESTABLISHED CONNECTIONS FOR THE SALE OF OUR COMPREHENSIVE RANGE OF HIDE SUITES, PREFERENCE GIVEN TO FULL-TIME MEN ON A SALARY AND COMMISSION BASIS; TERRITORIES NOW VACANT: MIDLANDS, SOUTH-EAST AND SOUTH COAST AND WEST COUNTRY. INTERVIEWS WILL BE GIVEN ON OUR STAND NUMBER 9X (FIRST FLOOR), EARLS COURT FURNITURE EXHIBITION.

REPRESENTATIVES WANTED

REPRESENTATIVE required by manufacturers of highly competitive upholstery, in Midlands, Yorkshire and North Wales areas; commission basis only.—Box No. 9122 Furnishing World 180 Fleet St., E.C.4.

REPRESENTATIVES required to sell Fireside Chairs and Small Three-Piece Suites on commission basis for the following areas: (1) South Wales and Bristol Channel area; (2) Southern Counties and South Coast area; car-owner preferred.—Write giving full details of age, experience and present agencies to: W. Lawrence & Sons (Furn.), Ltd., Lawrest Works, Naphill, High Wycombe.

REPRESENTATIVES wanted to sell Texaloom Woven Fibre furniture on commission basis in the following districts: Midlands, Eastern Counties, Yorkshire. Write giving full details: A. Bacon & Son, Chapel Place, White Hart Lane, London, N.17.

REPRESENTATIVES wanted on commission basis to sell exclusive designs in good-quality China Cabinets at competitive prices: (1) Home Counties; (2) South of England.—Write in confidence to Box No. 9121 Furnishing World 180 Fleet St. E.C.4.

SOLE REPRESENTATIVE required by well-known manufacturers of top grade bedroom and dining suites; area Worcester, Warwick, Shropshire, Stafford, Leicester, Derby; only a man with established connection and proved selling ability need apply; must be car-owner; salary and commission basis.—Reply in strictest confidence, Box No. 9107 Furnishing World 180 Fleet St. E.C.4.

UPHOLSTERY FABRICS. Old established wholesalers, specialists in British Quality Moquettes, etc., desires representatives on commission basis. Connections with Manufacturing Upholsterers and own car essential. 1. London and Home Counties; 2. High Wycombe and Area. Correspondence treated in the strictest confidence. Box No. 9118 Furnishing World 180 Fleet St. E.C.4.

WANTED; ONE representative for North London area and one for Manchester for "Jiffytex"; salary, commission and expenses.—Apply with full particulars to D. C. Loncraine & Co., Barrow Works, Pewsey.

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SITUATIONS WANTED

GENTLEMAN requires permanent and progressive position,; fully experienced furniture-carpets-soft furnishings, etc.; sales-buying-contracts; flair for display; unusually keen, expert salesman all departments; preparation of schemes, estimating, negotiating, etc.—Box No. 9125 Furnishing World 180 Fleet St. E.C.4.

AGENTS WANTED

CHAIRFIX LAMPS—adjustable in every direction—32s. 6d. retail; agents wanted for this well-received novelty.—Write, stating experience, age and territory covered. — Merbart, Ltd., Bovingdon, Herts.

ENERGETIC AGENTS required on commission basis for (a) London, (b) Lancashire, by the manufacturers of Arlinghide P.V.C. Leathercloth; must have first-class connections with upholsterers, dining-chair manufacturers,, etc.—Apply Sales Manager, Arlington Plastics Development, Ltd., Barretts Grove, London, N.16.

GEORGE STONE (Furniture) Ltd. now manufacturing a comprehensive range of well designed traditional and Contemporary fireside chairs, fireside Suites, Stools and Occasional furniture including some Cane furniture, require Agents in the following areas:—

(1) Lancs, Cheshire, N. Wales.
(2) Eastern Counties and part of the Home Counties.
(3) Kent, Surrey, Sussex and Hants.

High rate of Commission.

Applications are invited from well-known representatives calling on medium and better class house furnishers. Please give names in confidence of other agencies to Chiltern Works, Desborough Park Road, High Wycombe.

WELL-KNOWN FIRM of furnishing fabrics and carpet importers and wholesalers require an agent for Scotland, well introduced to manufacturing upholsterers and retail furnishing stores; existing accounts handed over to successful applicant.—Box No. 9127 Furnishing World 180 Fleet St. E.C.4.

WELL-KNOWN FIRM of furnishing fabrics and carpet importers and wholesalers require an agent for the Midland area, well introduced to manufacturing upholsterers and retail furnishing stores; existing accounts handed over to successful applicant.—Box No. 9128 Furnishing World 180 Fleet St. E.C.4.

AGENCIES WANTED

SOFT FURNISHINGS, carpets, occasional furniture: Glasgow firm in centre of city have available large room 28 ft. 6 in. x 17 ft. 3 in. suitable for showroom, good lighting, telephone switchboard, 1 ton van and driver available for deliveries, and personal attention at all times.—Box No. 9129 Furnishing World 180 Fleet St. E.C.4.

WANTED: ADDITIONAL LINE by wholesale house with nation-wide connections amongst furniture shops, curtain and lino store, etc.—Offers in confidence please to Box No. 9028 Furnishing World 180 Fleet St. E.C.4.

PREMISES WANTED

LARGE OR SMALL chain of shops required suitable for the sale of furniture and radios, etc.; also interested in single units, situated in main thoroughfares in busy industrial districts or towns throughout the country; would consider long leases or purchase of property.—Details to Box No. 9108 Furnishing World 180 Fleet St. E.C.4.

BUSINESS WANTED

ESTABLISHED retail furnishing and/or carpet company, large or small, with or without income tax losses, required immediately.—Please address offers in strict confidence to the Auditors, Hyman Freedman & Co., 92 Grays Inn Road, W.C.1. Chancery 2261/2.

FACTORY FOR SALE

LEASE OF MODERN FACTORY for sale, completely equipped with up-to-date machinery for the manufacture of all types of household furniture, situated in the South Wales area; this one-storey factory covers an area of approximately 22,000 sq. ft.—Box No. 9109 Furnishing World 180 Fleet St. E.C.4.

SERVICES AND SUPPLIES

LOUIS MOREAU (THE QUILTERS), LTD., 641 HIGH ROAD, N.17, TOTTENHAM 1337. QUILTING ALL STYLES; DOWN-QUILTS RE-COVERED.

PERSONAL

IF THOMAS MARTIN, who carried on business in Grange Road, Birkenhead, about 20 years ago, will communicate with the undersigned he may hear of something to his advantage.

Forwood Williams, Solicitors,
20 Hackins Hey, Liverpool, 2.
(Tel.: CEN. 2237).

FINANCE

HIRE PURCHASE Finance available; new interesting terms, London only; write for particulars.—Highgate Home Credits, Ltd., 71 Shepherds Hill, London, N.6. Tel.: MOU 1961.

TRADE MARKS

TRADE MARKS, BRAND NAMES AND DESIGNS

THE TRADE MARKS REGISTRATION AGENCY (J. A. T. Caton & Son)
Monument Station Buildings, London, E.C.4
Telephone - Mansion House 4443

WANTED

WANTED

CARPETS — BODY — STAIR LINOLEUMS

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Special offers to
FLUDE'S (CARPETS), LTD.,
41 Grove Road,
Eastbourne.

NOTICE TO WHOLESALERS

FLUDE'S,
Carpet Specialists.

From February 10, 1954, all correspondence, etc., to be sent to new head office and branch—

18-22 Terminus Road,
Eastbourne.
(Telephone: 5205.)

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FOR SALE

LIME TREES, good quality, now being felled in Yorkshire, for sale.—The Pickering Sawmills & Timber Co., Ltd., Pickering.

RECONDITIONED ex-Army huts and manufactured buildings; timber, asbestos, Nissen type, hall type, etc.; all sizes and prices.—Write, call or telephone: Universal Supplies (Belvedere), Ltd., Dept. 46 Crabtree Manorway, Belvedere, Kent. Tel.: ERIth 2948.

DUST SHEETS

BRAND New Unbleached Heavy Cotton and also Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins, Brand New, 1st Quality Jute, size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone: ACO 1788.

STOCKS FOR SALE

FOR SALE: Sleepers, seasoned hardwood, approx. 50 each 63 in. x 11 in. x 3 in., 63 in. x 3½ in. x 3½ in.; offers.—Box No. 9124 Furnishing World 180 Fleet St. E.C.4.

FOR SALE: 300 hair mattresses, 1,500 tubular stacking chairs, and various canteen equipment.—Box No. 9126 Furnishing World 180 Fleet St. E.C.4.

QUEEN ANNE LEGS at reduced prices: 4 in. x 2 in. 4s. per set, 5 in. at 4s. 3d., 6 in. at 4s. 6d.; ball-and-claw legs in all sizes.—Spiers, 330 Hackney Road, London, E.2. Phone: Shoreditch 8791-2-3.

STOCKS WANTED

SPOT CASH for cabinet manufacturers' surplus stocks, plywood offcuts, etc.—Full details and price to J. E. Jones, 10 Grey Street, Manchester, 12.

MACHINERY FOR SALE

FOR SALE: Robinson 9 in. x 4 in. four-cutter complete with 40 h.p. A.C. motor and starter; also Robinson 7 in. x 3 in. moulding machine with 2 extra cutter heads and 40 h.p. A.C. motor and starter; can be seen working by appointment.—J. & T. T. Brown, Ltd., Stockton Street, West Hartlepool.

ROBINSON 4-CUTTER for sale, 4 ft. x 2 ft., ball-bearing; can be seen working. —L. Marcus, Ltd., Beatty Works, Beatty Road, London, N.16. Clissold 1574/5.

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Single room with private bath ... ... from 25/-
Double room (including breakfast) ... from 30/-
Double room with private bath ... ... from 42/-

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Proprietors: **The Family Richards**
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FOR FURTHER ENQUIRIES CONCERNING HOTEL ADVERTISEMENTS, PLEASE TELEPHONE:
CHANCERY 8844 EXT. 119

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127/129 CROMWELL ROAD, S.W.7.
NR. GLOUCESTER RD. STATION

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Earls Court, S.W.5
(3 minutes from Exhibition Hall)
Resident managers:
Mr. and Mrs. F. W. Weatherall.
Telephone: Frobisher 4582/3.

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